



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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"Agriculturally and industrially we have prospered in spite of the distraction of war. * * * *
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A JOURNAL FOR ADVERTISERS.

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VOL. XXV.

NEW YORK, DECEMBER 21, 1898.

NO. 12.

IN PENNSYLVANIA.

In Pennsylvania four daily papers get credit for issues of 75,000 copies or more. They are:

Philadelphia *Evening Bulletin*.
Philadelphia *Evening Item*.
Philadelphia *Inquirer*.
Philadelphia *Record*.

Three dailies get credit for issues of 40,000 or more, but not so many as 75,000 copies. They are:

Philadelphia *Gazette*.
Pittsburg *Chronicle-Telegraph*.
Pittsburg *Times*.

Eight dailies get credit for issues of 20,000 or more, but not so many as 40,000 copies. They are:

Philadelphia *Democrat*.
Philadelphia *Press*.
Philadelphia *Public Ledger*.
Pittsburg *Commercial Gazette*.
Pittsburg *Dispatch*.
Pittsburg *News*.
Pittsburg *Post*.
Pittsburg *Press*.

Five dailies get credit for issues of 17,500 or more, but not so many as 20,000 copies. They are:

Philadelphia *Call*.
Philadelphia *North American*.
Philadelphia *Tageblatt*.
Philadelphia *Times*.
Pittsburg *Leader*.

One daily paper gets credit for an issue of 12,500 or more, but not so many as 17,500 copies. It is:

Reading *Eagle*.

Six dailies get credit for issues of 7,500 or more, but not so many as 12,500 copies. They are:

Harrisburg *Patriot*.
Philadelphia *Evening Telegraph*.
Pottsville *Republican*.
Scranton *Times*.
West Chester *Local News*.
Wilkesbarre *Record*.

Twelve dailies get credit for issues of 4,000 or more, but not so many as 7,500 copies. They are:

Altoona *Mirror*.
Chester *Times*.
Harrisburg *Star-Independent*.
Johnstown *Democrat*.
McKeesport *News*.
Philadelphia *Evening Star*.
Philadelphia *News*.
Pottsville *Evening Chronicle*.
Scranton *Tribune*.
Scranton *Truth*.
Wilkesbarre *Times*.
Williamsport *Sun*.

In Philadelphia, the *Record*, every morning, had an actual daily issue for

the year ending with September last of 192,021. This is only exceeded by the *Chicago News and Record* and the *Boston Globe*—the actual output of the New York *World* and New York *Journal* not being known or ascertainable. The *Record* appears to excel in almost every particular, and is gaining a reputation as being the best medium for advertisers—producing best results in proportion to cost of any paper in America. The *Inquirer*, every morning, is also sold for one cent a copy, and for the same period as that covered by the *Record* report is given an average daily issue of 164,772. It is not only next to the *Record* in circulation, but probably in enterprise and general value as well. Of the *Evening Item* but little can be learned. At one time it had credit for an issue of nearly 200,000. This appears to have been doubted; the editor of the American Newspaper Directory offered to cause the rating to be verified by special examination, if the publisher would place the necessary facilities at his disposal, the verification to be without cost to the *Item*. To this offer the publisher's response was not such as to remove the impression of doubt that has been cast upon the rating. The *Evening Bulletin* had an actual average issue for the year ending with September last of 105,112, read by a desirable class of intelligent and prosperous people. The *Gazette*, morning and evening combined, claims the "highest circulation rating accorded to any German paper in Pennsylvania." In 1897 it had about 45,000. The *Democrat*, morning only, established in 1838, claims to be the oldest, best and largest German newspaper published in Philadelphia, and to deliver and sell more copies than all other morning and afternoon German papers combined. In 1895 it had an average issue of 36,000, no later report received. The *Press*, morning, has a long established following in the best families of Philadelphia. There is some reason for believing a yearly statement of issues from the *Press* might entitle it

to a better rating than it is now possible to accord it. The *Public Ledger*, morning, still associated in memory with George W. Childs, has undergone many changes in late years. Doubtless it is still a prosperous paper read by a large class, but it now inserts "cuts" in advertising columns and "pictures" in reading matter—giving display type every prominence. The *Call*, evening, sold for one cent, claims to be a "home paper, devoting much space to women's matters." The *North American*, morning, also sold for one cent a copy, was established away back in 1784, thus making it the oldest daily in the city—probably the oldest in America. It is well put together and shows evidence of prosperity. The *Times*, morning, one cent, is clean, handsome and enterprising. The *Evening Telegraph*, three cents, is in a measure to Philadelphia what the *Evening Transcript* is to Boston. This is entirely in its favor. The *Evening Star* and *Evening News*, each one cent, are papers of about average value and merit.

In Pittsburg the *Chronicle Telegraph*, evening, one cent, appears to stand first in point of circulation, but the *Times*, morning, one cent, follows hard upon it, and may be a little ahead.

The *Times* made no circulation report in 1898. The *Chronicle Telegraph* for the year ending with February last had an actual average issue of 48,042. The average issue of the *Times* during 1897 was 51,272. The *Commercial Gazette*, one cent, and the *Dispatch*, two cents, are the old reliable and prosperous morning issues of the city. They are known everywhere and everywhere respected. There is some reason to believe that the *Commercial Gazette*, which had an average issue last year of over 34,000, may now print more copies than the *Dispatch*, which has made no report since 1896. The *Evening News*, one cent, for the year ending with March last, had an average issue of 21,236. The *Post*, morning, and *Press*, evening, both one cent, are believed to have now about the same circulation. In 1897 the *Press* had a daily issue of over 39,000. The last detailed report from the *Post* was in 1896. The *Leader*, evening, one cent, is evidently now, as it has been from the outset in 1870, a prosperous paper, well managed, and entitled to the success it has achieved.

The Reading *Eagle*, evening and

Sunday morning, now in its thirty-first year, is an especially good paper, entitled to more than ordinary consideration. Its daily issue can be safely put at something more than 13,000.

In Harrisburg, the *Patriot*, morning, had an average issue for the year ending with September last of 7,732 copies. The *Star-Independent*, evening, with a probable issue of about 6,000, comes next in order.

In Pottsville, the *Republican*, evening, probably issues some more than 7,500 copies, and the *Evening Chronicle* over 4,000.

In Scranton, the *Times*, morning, "guarantees a circulation exceeding 12,000 copies," and it appears reasonable that this may be so. It is the only Scranton daily that shows a willingness to furnish exact figures. The *Tribune*, morning, and *Truth*, evening, are both good papers of about apparently equal value.

The West Chester *Local News*, evening, is "the pioneer daily of Chester County and the people's paper, regardless of political or sectarian lines." It is a bright paper and well managed to secure a circulation in so small a city of over 10,000 copies—possibly more.

In Wilkesbarre the *Record*, morning, leads with an average issue of nearly 11,000. It is by far the best paper in that town. The *Times*, evening, has a probable issue of about 4,200.

In Williamsport the *Sun*, evening, had an average issue for the year ending with last July of 6,315.

No daily in the State of Pennsylvania, not included above, is credited with an issue of so many as 4,000 copies.

IN NEVADA.

In Nevada, not one of the nine dailies published, with but a single exception, has ever been known to furnish facts, figures or other information of any sort concerning circulation. The exception is to the credit of

Reno *Evening Gazette*.

In 1897 its publisher reported that during the previous year the smallest edition of the daily was 1,000 copies. Undoubtedly the small editions actually printed may account for the silence of the publishers. If the *Gazette* still prints 1,000, and possibly it does, there is probably not another of the nine that can show so large an issue.

IN NEW YORK CITY.

In the Borough of Manhattan, New York City, sixteen daily papers (omitting those in foreign languages) get credit for issues of 10,000 copies or more. They are:

MORNING.	EVENING.
<i>Herald.</i>	* <i>Commercial Advertiser.</i>
* <i>Journal.</i>	<i>Evening Post.</i>
<i>Telegraph.</i>	* <i>Evening Telegram.</i>
* <i>Press.</i>	* <i>Evening Journal.</i>
† <i>Sun.</i>	† <i>Mail and Express.</i>
* <i>Times.</i>	* <i>News.</i>
<i>Tribune.</i>	* <i>Evening Sun.</i>
* <i>World.</i>	* <i>Evening World.</i>

An asterisk (*) before the name indicates that the nine papers so designated are sold for one cent a copy, and the dagger (†) that the retail price of these three papers is two cents a copy. The *Herald*, *Tribune* and *Evening Post* is each sold for three cents, and the *Morning Telegraph* for five cents a copy. Each of the morning dailies issues also a Sunday edition. What appear to be fabulous claims as to circulation are made by some of these dailies, but only one (the *Evening Post*) out of the entire number can be prevailed upon to furnish reliable figures covering an entire year.* Upon the best information obtainable (December issue of the American Newspaper Directory) the sixteen dailies named above are divided into the following classes:

1. Credited with issues of 75,000 or more copies:

Evening Journal.
Herald.
Journal (morning).
News.
Evening Sun.
Sun (morning).
World (morning).
World (evening).

2. Credited with an issue of 40,000 or more, but not so many as 75,000 copies:

Press.

3. Credited with an issue of 20,000 or more, but not so many as 40,000 copies:

Evening Post.

*Of the great papers of America that are willing to let the exact facts about their issues be known, the most conspicuous examples are the evening *News* and the morning *Record*, of Chicago. The great New York papers are not only opposed to giving exact information about their circulation, but have an association, one of the objects of which is the binding of its members by an agreement not to buy more than two copies of any publication attempting to disseminate information on that point, and never to sustain any such publication by the bestowal upon it of the sort of countenance that goes with making use of its advertising pages.

Times.
Tribune.

4. Credited with an issue of 17,500 or more, but not so many as 20,000 copies:

Evening Telegram.

5. Credited with issues of 12,500 or more, but not so many as 17,500 copies:

Commercial Advertiser.
Mail and Express.
Morning Telegraph.

The *Journal of Commerce*, because of the character and quality of its circulation and its importance in the field of commerce and finance, is of right entitled to a place among prominent city dailies although it gets credit for an issue of not exceeding 8,000, but more than 4,000 copies. The real question as to which daily issues the largest number of copies can never be satisfactorily determined unless a day shall sometime arrive when publishers decide to furnish the necessary information. It seems probable, from general observation, that the combined *Journal* issues (morning and evening) may entitle that paper to the first place. For unbounded enterprise and the gathering in of general and important news it certainly has no peer. It is believed that if exact figures, showing average circulation, were exhibited, they might exceed the largest estimates now made by those outside the office of publication best qualified to judge. Perhaps the *World*, with its two editions, occupies second place. Of the morning dailies that remain to be considered it is equally impossible to say whether the *Herald*, *Sun* or *World* leads in circulation—perhaps it is the *World*; the *Sun* is the best paper of the three, all things considered, and is still edited with more ability and gives the news in better form than any other daily in the city. The *Herald* has its favorites, composed of a very large class, very diverse in character. The *Press* is an out and out Republican daily, clean and inviting in appearance, and is probably credited about right with an issue of somewhat more than 40,000 copies. Between the *Times* and the *Tribune* one is again in doubt. The *Tribune*, although a three-cent daily, may perhaps be regarded as the better paper with the larger issue; but the *Times* is now sold for one cent and appears to be gaining ground. The *Morning Telegraph* is devoted to sports. Of the evening papers, possibly the *Evening Journal* should be accorded the largest circulation. The

Sun is best, in general character, of any one-cent issue and may be entitled to second place, although there is some reason for believing the *World* should receive that rank. There are some who assign first place to the *Evening World*. The *News* may be next in order, although its issues are probably much smaller than they were a few years ago. The *Evening Post* has a valuable circulation and is all the more respected because the exact number of copies printed is known. During 1897 its actual average was 24,564. It is probably true, as has been stated, that "the buying capacity of the readers of the *Evening Post* is more per capita than that of any other evening newspaper published." The *Commercial Advertiser* and *Mail and Express* are much like the *Post* in character and appearance and are both excellent and well conducted dailies. The *Telegram* is sometimes called the "evening edition of the *Herald*." Of dailies published in the interest of other nationalities, the *Staats-Zeitung* is in every way the best. The morning edition alone gets credit for over 20,000, and the evening for over 7,500. The *Morgen Journal* and the *Zeitung* are both credited with an issue of 20,000 or more, and to the *Herold* is accorded the same rating. The *Jewish Daily News*, published every evening except Saturday, is believed to issue 7,500 or more copies. Of the twenty-four remaining dailies in this borough, only one—the *Volks Zeitung*—gets credit for an issue of so many as 4,000 copies, and the combined circulation credited to the twenty-four appears to be less than that of the *Evening Post* alone.

In the Borough of Kings the Brooklyn daily *Eagle* has not only a very decided lead in every particular, but it is one of the best newspapers to be found anywhere in the State. No other Brooklyn paper approaches it in importance or in general worth. It has a daily issue of 33,000 and prints on Sunday 45,000 copies. The *Citizen* and *Times* both exhibit elements of some value and are full of enterprise, but the combined circulation for which they get credit is less than that of the *Eagle* alone. The *Standard-Union* is edited by Murat Halsted, and besides being a good newspaper shows marked literary ability. The *Freie Presse* has the field to itself among the German population. There is no morning daily in Brooklyn.

IN NEW YORK STATE.

In the State of New York, outside the city of New York, but one daily paper gets credit for an issue of 40,000 copies or more. It is:

Buffalo Courier.

Four dailies get credit for issues of 20,000 or more, but not so many as 40,000 copies. They are:

Buffalo Enquirer.

Buffalo Evening News.

Rochester Democrat and Chronicle.

Syracuse Evening Herald.

Two dailies get credit for issues of 17,500 or more, but not so many as 20,000 copies. They are:

Albany Times-Union.

Buffalo Evening Times.

Five dailies get credit for issues of 12,500 or more, but not so many as 17,500 copies. They are:

Buffalo Commercial.

Buffalo Morning Express.

Rochester Hera d.

Rochester Union and Advertiser.

Syracuse Post.

Seven dailies get credit for issues of 7,500 or more, but not so many as 12,500 copies. They are:

Albany Press and Knickerbocker.

Binghamton Herald.

Binghamton Leader.

Elmira Evening Star.

Rochester Post-Express.

Troy Times.

Utica Press.

Twelve dailies get credit for issues of 4,000 or more, but not so many as 7,500 copies. They are:

Albany Argus.

Albany Evening Journal.

Albany Morning Express.

Batavia News.

Elmira Advertiser.

Syracuse Courier.

Syracuse Standard.

Troy Press.

Troy Record.

Utica Observer.

Watertown Standard.

Watertown Times.

In Buffalo, the *Courier*, established in 1828, is a large morning daily of from eight to twelve pages, sold for one cent a copy. It is well put together, shows strong evidence of prosperity, and goes to a good class of readers. The claim that it "has a larger circulation than any other morning paper in the State outside of New York City," is undisputed, and it also appears to have a larger circulation than any evening paper published within the same limits. Its average issue for the year ending with September last was 55,001—on Sunday 42,223 copies. The *Enquirer*, an evening edition of the *Courier*, is its counterpart in size, general appearance and price, accorded an average circulation for the past year

of 36,462 copies. From the *Evening News* and *Evening Times* it appears difficult to obtain any definite information concerning their actual issues. They are both sold for one cent a copy, and are somewhat alike in general characteristics. The last statement from the *News* covered 1896. It then had credit for a little over 60,000 copies. The ratings now accorded these papers are believed to be as accurate as they can be made, under existing circumstances. The *Commercial* occupies a position in Buffalo not unlike that of the *Post* in New York. It is clean, enterprising and ably conducted, reaching largely the cultivated and more prosperous classes in their own homes. The *Express* and *Courier* have the morning field to themselves. The *Express* probably issues about 15,000, and on Sunday nearly if not quite 70,000 copies. The Sunday edition seems to exceed that of any other paper published in Buffalo.

In Rochester, the *Democrat and Chronicle* shows an average issue for the year ending with August last of 35,488, thus entitling it to a position second only to the Buffalo *Courier* among the morning dailies of the State. It is a prosperous, respectable and reliable paper of first importance. The *Herald* is also a morning journal and of average merit. The *Union and Advertiser*, established in 1826, is "the oldest daily newspaper in the United States west of the Hudson river." It claims, and may have, "double the circulation of any other Rochester evening paper." The *Post-Express*, credited with an issue of 7,500 or more, comes next in order, and completes the list.

In Syracuse, the *Evening Herald* claims first attention. It is the only afternoon daily in that city which is a member of the Associated Press, and is evidently prosperous and important. It had an average issue during the year ending with June last of 27,021 copies. The *Post* is the one morning paper of largest circulation, probably about 13,000; but the *Standard* and *Courier*, each believed to issue from 4,000 to 8,000 copies, are "old and reliable morning dailies," each older than the *Post*, and showing strong evidence of prosperity and value.

In Albany, the *Times-Union* issues four afternoon editions daily, except on Sunday, with a combined circulation which possibly may reach 20,000

copies. The *Press* and *Knickerbocker* is a four-page one-cent morning paper. The *Argus* and *Evening Journal* are the old and reliable dailies of the capital city. Although of smaller circulation than those previously named, they are not for that reason to be overlooked. Their character and clientele are of the best. The *Express* is the only other morning paper and sells for one cent a copy.

In Binghamton, the *Herald* and *Leader* are both one-cent evening dailies. In 1897 the average issue of the *Herald* was 8,402, and of the *Leader* 10,357 copies. No later report has been received, but the *Herald* now claims to be ahead.

In Elmira, the *Evening Star*, an eight-page one-cent daily, is believed to issue about 8,000 copies. The *Advertiser* is alone in the morning field, and probably prints about 7,000 copies.

In Troy, the *Times* is undoubtedly entitled to first place, but the *Press* and *Record* are both good papers.

In Utica, the morning *Press* has a probable issue of a little over 8,000 copies, and appears to be the most enterprising. The *Observer* is issued in the evening.

In Batavia, the *News* is the only daily published. It is an unusually good paper, with a probable issue of a little over 5,000 copies.

In Watertown, the *Standard* appears to have a slight advantage in circulation, but the *Times* is the older paper, and possibly the best known.

After exhausting the entire list given above, which includes all dailies in the State credited with an issue of as many as 4,000 copies, there still remain numerous other good dailies not to be overlooked—especially the Rome *Sentinel*, with an issue of 3,094, and the Kingston *Freeman*, with an issue of 3,783 copies.

IN NORTH DAKOTA.

In North Dakota two daily papers get credit for issues of 1,000 copies or more. They are:

Fargo *Forum* and *Republican*.
Grand Forks *Herald*.

The *Herald* probably stands first with an average issue during the past year of 2,157 copies, but the *Forum* is believed entitled to nearly the same number. The *Herald* is a morning and the *Forum* an evening paper. There is but little difference in value between the two papers.

IN OHIO.

In Ohio three daily papers get credit for issues of 75,000 copies or more. They are:

Cincinnati *Post*.
Cincinnati *Times-Star*.
Cleveland *Press*.

Two dailies get credit for issues of 40,000 or more, but not so many as 75,000 copies. They are:

Cleveland *Leader* (morning and evening).
Cleveland *Plaindealer* (morning and evening).

Two dailies get credit for issues of 20,000 or more, but not so many as 40,000 copies. They are:

Cincinnati *Enquirer*.
Toledo *Evening News*.

Five dailies get credit for issues of 17,500 or more, but not so many as 20,000 copies. They are:

Cincinnati *Abend Presse*.
Cincinnati *Commercial Tribune*.
Cleveland *Recorder*.
Cleveland *World*.
Columbus *Post and Press*.

Three dailies get credit for issues of 12,500 or more, but not so many as 17,500 copies. They are:

Cleveland *Waschter*.
Columbus *Ohio State Journal*.
Toledo *Blade*.

Three dailies get credit for issues of 7,500 or more, but not so many as 12,500 copies. They are:

Columbus *Evening Dispatch*.
Toledo *Bee*.
Toledo *Commercial*.

Six dailies get credit for issues of 4,000 or more, but not so many as 7,500 copies. They are:

Canton *Repository*.
Cincinnati *Volksfreund*.
Dayton *Evening News*.
Dayton *Evening Press*.
Springfield *Morning Sun*.
Youngstown *Vindicator*.

In Cincinnati the *Post*, a one-cent evening paper published by the Scripps-McRae League, undoubtedly has the largest circulation of any daily in the city or State. The average issue last year was 155,132 copies. The *Times-Star*, also an evening and a one-cent daily, is believed to have an issue of about 100,000 copies. The *Enquirer*, published every morning in the year, is perhaps one of the best known, as well as one of the oldest dailies in the West. It is still a most important paper, although in circulation alone of less value than the two dailies previously named. In 1896 it was rated as having a probable issue of 40,000 copies or more. In 1897 this appears to have been doubted, and in 1898 it

is credited as per above statement—exceeding 20,000. The *Commercial Tribune*, formerly better known as the *Commercial Gazette*, is, like the *Enquirer*, an old and well-established morning daily of very considerable influence and standing. Nothing more is known as to its circulation than is expressed in the above classification. The *Abend Presse* claims to be the only one-cent German daily in Ohio. The *Volksfreund* is a morning paper.

In Cleveland the *Evening Press*, published by the Scripps-McRae League, is sold for one cent a copy. It has by far the largest circulation of any daily in its own city—an average the past year of 106,941 copies. Excepting the Cincinnati *Post*, it has perhaps the largest circulation of any daily in the State. The *Leader* and the *Plaindealer*, both with morning and evening editions, are important and good papers. If there is a choice between the two possibly it may be in favor of the *Leader*. The *Recorder* and *World*, both sold for one cent a copy, are issued in the afternoon.

In Toledo the one-cent *Evening News* has a probable issue of a little over 21,000 copies. The *Blade* is a substantial and excellent daily, showing an actual average last year of over 17,000 copies. The *Bee* and *Commercial* possibly issue over 8,000 copies each.

In Columbus the *Morning Post* and *Evening Press* are published from the same office. Their combined issue is probably not much above 19,000 copies. The *Ohio State Journal* is and always has been a paper of more than ordinary merit. It retains its position and has a strong hold upon a good class of well-informed readers. Its average issue last year was above 13,000 daily and 17,000 Sunday.

The Canton *Repository* should probably get credit for an issue of over 4,500, and its Sunday edition for over 7,000 copies.

In Dayton the *Press* and *News* are both one-cent evening dailies of about apparent equal value. The Springfield *Morning Sun* probably issues as many as 5,000 copies, and is the only morning daily in that city. There is some reason for believing the Youngstown *Vindicator* may issue as many as 7,000 copies.

No daily in the State not included in above list gets credit for an issue of so many as 4,000 copies.

We would like to place your advertising in daily papers.

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IN MICHIGAN.

In Michigan, four daily papers get credit for issues of 20,000 copies or more. They are:

Detroit Evening News.
Detroit Free Press.
Detroit Journal.
Grand Rapids Evening Press.

Eight other daily papers get credit for issues of 4,000 or more copies. They are:

Bay City Times-Press.
Detroit Abend Post.
Detroit Volksblatt.
Detroit Tribune.
Grand Rapids Democrat.
Grand Rapids Herald.
Kalamazoo Telegraph.
Saginaw Evening News.

Not one of these eight dailies, however, get credit for so many as 13,000 copies. The *Detroit Evening News* has probably the largest circulation of any daily published in the State. During 1896 the *News* had an undoubted average issue of over 60,000. In 1897 the editor of the American Newspaper Directory seems to indicate a probability that the 1896 rating was greater than a statement for 1897 would show for that year, basing his apparent opinion upon the fact that no 1897 statement was furnished by the publisher, and in this condition he left the report, not caring evidently to commit himself further. In 1898, up to October 1st, the detailed report of 1896 still remained the last on file in the Directory office, and the *News* is now credited with an issue of over 20,000, but it is not believed to exceed 40,000. The *News*, however, without doubt takes the lead as an evening paper, but is closely followed by the *Evening Journal*. Both papers are sold for two cents a copy. The *News* carries by far the greatest number of classified advertisements, and the *Journal* is the only Detroit Republican daily published in the English language. The *Free Press* appears to have no strong competitor as a morning daily, and on Sunday it gets credit for issuing over 40,000 copies. This is possibly a larger issue than that of any other daily in the State. The *Detroit Tribune* has a good class of readers, and is believed, in the absence of direct information, to print from 7,500 to 12,500 copies daily. Grand Rapids, which is next in importance to Detroit, appears to be a successful field for journalists. The *Evening Press* is a bright one-cent daily with a business-like look on every page, and had an aver-

age issue last year of over 22,000 copies. There is some reason for believing that a statement covering 1888 would show a somewhat larger issue. The *Herald* and the *Democrat* are both important and prosperous morning dailies, but the *Herald* appears to have a decided lead in number of copies issued. The *Kalamazoo Telegraph* shows an actual average for the year ending with October last of over 6,700 copies; and the *Saginaw News*, for the year ending with April, an actual average of over 7,100 copies.

IN OREGON.

In Oregon five daily papers get credit for issues of 1,000 copies or more. They are:

Astoria Morning Astorian.
Portland Evening Telegram.
Portland Morning Oregonian.
Portland Morning Tribune.
Salem Oregon Statesman.

The *Oregonian* is an astonishingly good paper. In appearance, general make-up and enterprise it compares favorably with the dailies of San Francisco, Denver or even Chicago. Its circulation, about 24,000, is without doubt not only greater than the combined circulation of all the other Portland dailies, but greater than the combined circulation of all the other daily papers printed in the whole State. The *Evening Telegram* is bright, readable, prosperous and entitled to distinction. It may safely be credited with an issue of about 8,000. The *Tribune* has probably the next largest circulation—somewhat more than 4,000. The *Astorian* and *Statesman* are morning dailies, each printing an average of perhaps 1,500 copies.

IN OKLAHOMA.

In Oklahoma two daily papers get credit for issues of 1,000 copies or more. They are:

Guthrie Leader.
Guthrie Oklahoma State Capital.

The *State Capital* was founded April 22, 1889, the day on which Oklahoma was opened to settlement, and was the first paper published in the Territory. It runs three Mergenthaler type machines, an improved perfecting press, and has full Associate Press news. No other paper in the Territory is anywhere near it in enterprise, importance or circulation. Its daily issue exceeds 7,000 copies. The *Guthrie Leader* is the second best daily and has a possible issue of about 2,500.

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F. W. Thomas, Cashier

TELEPHONE 425, 426, 427, 428.

Oct. 15-28, 189

The New York Times,

City.

Gentlemen:-

Permit us to congratulate you upon the remarkable headway that the circulation of the New York Times has made since last Monday morning when the price in Greater New York was reduced to one cent per copy. We are now delivering to our customers a greater number of copies every morning than ever before in the history of the New York Times. The reports we get as to the demand for the Times in all parts of the City are of the most favorable character.

Many News Stands sold out this morning and we have been obliged to increase our next order. While, of course, we expected that there would be a greater demand for the Times following a reduction in price, the present sale is much heavier than we anticipated.

Yours truly,

F. Greenbaum

The Growth Continues

The circulation of the
New York Times has
now reached the highest
point in its history.

The New York Times

ONE CENT.

"All the News That's Fit to Print."

Literature and Advertising

PROMPT and comprehensive reviews, advance notes of new publications and full information concerning authors and publishers are daily features of The Commercial Advertiser. The editor of this department is Prof. Harry Thurston Peck, of Columbia University, and he is assisted by a competent corps of reviewers.

Publishers' advertising in The Commercial Advertiser is also a regular and prominent feature of the paper. During the last six months publishers' advertising shows the following percentages of increase over the same months of 1897:

Last six months	-	-	67 per cent.
Last three months	-	-	82 per cent.
Last month (November)			129 per cent.

All the leading publishers advertise in

The Commercial Advertiser,

29 PARK ROW, NEW YORK.

THE ADVERTISER'S RIGHT.

MR. E. P. CALL, OF THE NEW YORK "EVENING POST," ADDRESSES THE SPHINX CLUB AT THE WALDORF-ASTORIA, WEDNESDAY, DEC. 14TH.

MR. PRESIDENT AND GENTLEMEN—In accepting the honor of introducing the subject of this evening I could not plead embarrassment of any kind, except from incompetency, nor could I say or think it would be difficult to get into a few moments such comment as would naturally be required to start the ball of the evening rolling, or, as I look at it, there can be but one answer to the question. Why should not the advertiser have the right to know the circulation? Is there any other business in which the purchaser is obliged to take so much faith as in advertising? When a man buys merchandise or live stock or services he is entitled to and is usually given all particulars, and if they are misrepresented he can easily find out the truth. But in advertising there is all the more reason why the buyer should be given all the facts that determine value, for he has little or no opportunity to know or judge for himself. It seems to me so plain a proposition that I can not believe any publisher can fail to appreciate the advertiser's right, even though he may not be willing to acknowledge it.

Those of you who have tested the matter in specific cases have doubtless found the chief reason for declining to state circulation to be that "the man across the street lies so about *his* circulation that we do not propose to show him what figure he must lie to beat." Of course, it is not always that. Some publishers say that they do not tell simply because they do not consider it necessary. "We give our patrons results, and they know by experience and by our general style that we go among the best people and have an extensive circulation." That is all very well, but there is not, and probably never will be, a medium which will always give every advertiser satisfactory results. The very best is sometimes found wanting.

I do not propose to refer to the "circulation liar" at length, but will pass him by—and, alas the day! he is in the majority—with only a word.

There are many kinds and many styles of circulation liars. Like the fresh eggs, he varies a vast deal. He

may be separated into three classes: the awful liar, like the representative of a certain high-class American paper who was asked by a London advertiser the circulation of his paper and said, "Well, what is the circulation of your *Daily Telegraph*?" "About 300,000," said the advertiser. "Well, we have as much as that," said the Liar. Then there is the medium liar, and last we have the simple liar who only lies a few thousand, which he reconciles to his conscience by thinking in his mind of the four or five people who are supposed to read each copy of his paper. Imagine a publisher who will claim nearly 200,000 for a circulation of from 40,000 to 60,000! Such a man will doubtless make a great deal of money out of his lying, so how can we wonder when his career has shown him to be absolutely without true moral instinct.

In the good old days of the Boston *Herald*, where I received my first newspaper experience as private secretary to one of the whitest men who ever graced the journalistic profession—Mr. R. M. Pulsifer—the exact figures of the average circulation were printed each month, no matter whether they showed a loss or not, and not only did we who were on the inside know those figures to be honest, but all the patrons of the paper who knew its proprietor felt them to be so as well.

Is there a man in this room who is honored by the acquaintance of Major Richards, of the Indianapolis *News* who doubts that gentleman's statement as to the circulation of that paper? Thank Heaven, there are others, as, for example, Mr. S. H. Kauffmann or Mr. F. B. Noyes, of the Washington *Star*, or Mr. Samuel Bowles, of Springfield, and many more.

There are two things which are invaluable to an advertiser which he is fully entitled to know and feel. One is the exact number of copies printed, and the other is absolute confidence in the man who makes the statement to him. If that man has not a clean record, or if he does not inspire confidence as being sincere and honest, it would be better for him to let the advertiser guess at his circulation. In fact, no matter what statement he may make, it is sure to be divided by two if not by four in the mind of the advertiser, and instead of getting the price he asks he will receive and frequently accept an offer of about one-third. I

know of nothing so convincing of circulation as an invariable rate. But of course the element of quality comes in here with telling force, and few of the shrewdest advertisers fail to appreciate the fact. Ten thousand of the highest class circulation is, as a rule, well worth as much as fifty thousand of a cheap circulation among the great unwashed. Even for a patent medicine or a washing powder that sells for 5 cents a package this is frequently true, for there is a prestige to be obtained from the use of high-class publications, which is certainly very valuable. The great foreign or general advertisers hesitate to pay a quarter of a cent a line per thousand for many a paper claiming 50,000 circulation, while they will generally pay as high as three-quarters of a cent or even one cent a line per thousand for some papers of from 15 to 25,000, and this with satisfaction. They can not trace the results very definitely, but they have more confidence in the influence of the better mediums.

Yes, the advertiser has a right to know the circulation, but just how near the time may be when he will know the truth, except in one case out of fifty, far be it from me to predict. Perhaps some day there will be a sort of mercantile agency for circulation which the publishers will respect and cultivate, and which will be convincing to advertisers, but until then or the millennium the advertiser must grope his way in the dark and add his grain of salt where his judgment dictates. "Tell the truth," is a good motto for the advertising man. Tell the whole truth, and if you look the customer squarely in the eye, make him feel your sincerity, and, fixing your rate card on a fair basis, stick to it through thick and thin, you'll get the contract. You may have to call again, but you will get the contract.

A CAUSE OF FAILURE.

Many advertising failures can be traced to an unrestrained anxiety to do too much at the start. The consequence is that large sums are often squandered in advertising without stopping to consider that the capacity of the business will not warrant it. Some labor under the delusion that all that is necessary is money enough to do a quantity of advertising, and the profits will speedily flow into the depleted exchequer. As a rule, the first money spent in advertising is a specialty is sunk—for a foundation. If there is no more to build with, all is lost, and the loser goes on his way declaring that "it doesn't pay." True enough; such advertising never pays. There must be capital enough to continue the good work, or possibilities vanish like mist.—*The Advertising Man.*

A PERIODICAL'S ADVERTISING.

The *Ladies' Home Journal* advertises persistently for advertising in the wholesale dry goods journals. These announcements are usually excellent sermons on how to influence the public. Here is one from a recent issue of the *Chicago Dry Goods Reporter*:

The *Ladies' Home Journal* wants the advertising of manufacturers of and dealers in high-grade goods that women buy.

It wants such advertising on a permanent basis. It has no time nor space for the experimental or spasmodic advertiser.

If you want to advertise one or twice just to see what happens, don't come to the *Journal*. For the probabilities are that nothing in particular will happen.

There is no reason under the sun why people should answer the first advertisement of yours they see.

You may be an old concern, but to them you are absolutely new.

They are now buying of somebody else the article you sell. They will make a change only when convinced of the wisdom of such a course.

You can't expect to convince them with one advertisement nor with two.

But if your goods and your prices are right, you can convince them in time.

The first few advertisements will convince some people. Then every additional advertisement will convince more people—many more than any previous advertisement. Every advertisement carries the influence of all its predecessors. If you keep it up continuously and intelligently, it's only a question of time when you'll have all the trade you're entitled to, and that's all the trade anybody ever gets—and holds.

If your goods are interesting to women, persistent advertising in the *Ladies' Home Journal* can bring you all the business you are entitled to.

If you advertise persistently and well, nothing can be more certain than your success.

The time to begin is now. The time to stop is when you retire from business—not before. From now until then no issue of the *Journal* should be without your advertisement.

ILLUSTRATED ADVERTISEMENT.



"EXPERIENCED MAN IS OPEN FOR AN ENGAGEMENT TO CLEAN OUT BOTTLES."




PROOF OF CIRCULATION



Woman's Home Companion

AND

Farm and Fireside 



IT is seldom that any one expresses a doubt as to the circulations of the WOMAN'S HOME COMPANION and FARM AND FIRESIDE, but whenever it is made manifest we are only too glad to "show up."

The following reduced fac-similes of original letters tell their own story, so that he who runs may read.

The Thompson Co.'s client desired the October and November circulations—we gave him not only these, but the circulations for the two preceding months as well, making a total of four months' proof.

We did this because we wanted to make the proof doubly sure and absolutely convincing.

You must agree that we have left no stone unturned to produce honest proof.

Anybody and everybody is privileged to write us if any portion of the following four pages is not perfectly clear.

The Letter That Started the Proof

ESTABLISHED 1864

DIRECTORS: J. WALTER THOMPSON, C. E. RAYMOND, SARNEY & HOBART, CHAS. H. PARSONS, ELISHA C. HILL

J. Walter Thompson Co's Standard List of 30 Magazines. TELEPHONE 538 CORTLANDT N.Y.



J. WALTER THOMPSON CO.

Trans. Building, New York
The Berkery, Chicago
31, Milk St. Boston

BRANCHES

DICTIONARY CABLE ADDRESS
BY A. L. S. WALTER THOMPSON

New York Nov. 3rd, 1898

Messrs. Mast, Crowell & Kirkpatrick,
Springfield, O.

Gentlemen:— We wish to ask you to furnish us at your earliest convenience, an affidavit of the circulation for the months of October, of the Farm & Fireside and the Woman's Home Companion. The circulation has been challenged by one of our customers in such a way, that it becomes necessary for us to prove just what the circulation was. In connection with the affidavit, would ask you to furnish us with any other proof in your power which shall be corroborated evidence.

Yours truly,
J. Walter Thompson Co.,
per A. R. G.



No further stimulant was needed to induce us to proceed with a full and complete examination, and we felt it as important as though the advertiser was known to us as the largest in the country.

That proof was called for was enough.

(SEE NEXT PAGE)

Our First Step was to Procure

The Paper-Makers' Testimony

(NEW YORK OFFICE) MEADMAN BUILDING ROOM 329



GENERAL OFFICES

THE MEAD PAPER COMPANY.

DAYTON, OHIO, Nov. 17, 1898.

Mast, Crowell & Kirkpatrick,

Springfield, O.

Gentlemen--

(In answer to yours of the 15th we are pleased to state that our records show shipments of paper for your two publications, the Woman's Home Companion and the Farm & Fireside, as follows--

For the eight issues of Farm & Fireside dated Aug. 1st and 15th, Sept. 1st and 15th, Oct. 1st and 15th, and Nov. 1st and 15th, 1898, we furnished you 362,645 pounds of paper, which was sufficient to make two million five hundred thousand (2,500,000) copies of Farm & Fireside, an average of 312,000 copies for each of the eight issues.

For the four issues of Woman's Home Companion dated August, September, October and November, 1898, we supplied you with 451,276 pounds of super-calendered paper, which was sufficient to print one million three hundred and twenty seven thousand (1,327,000) copies, an average of 331,750 copies for each of the four issues.

(Very truly Yours,

The Mead Paper Co.

Chas. O. Mead
Pres.

The reader will note in our sworn statement that the average number of copies per issue of Farm and Fireside was 310,550, while paper enough was purchased for 312,000. Of course, an extra quantity of paper is always carried over by all publishers, and we are no exception to the rule.

(SEE NEXT PAGE)

We Then Appealed to Uncle Sam, and

The Postmaster Took a Hand

Springfield Post Office.

OFFICE OF THE POSTMASTER.

SPRINGFIELD, CLARK CO., OHIO, Nov. 18th, 1899

Messrs. Mast, Crowell & Kirkpatrick,

City.

Gentlemen:-

In response to your request for a statement of the amount paid by you for postage on the Farm & Fireside and the Woman's Home Companion for the issues of the four months of August, September, October and November, 1898, I would state that the records of this Postoffice show that you paid \$3,908.16 postage, for 390,816 pounds, for the eight issues of Farm & Fireside dated August 1st and 15th, September 1st and 15th, October 1st and 15th and November 1st and 15th, 1898.

The records also show that you paid postage on the Woman's Home Companion to the amount of \$4,061.75 for 406,175 pounds for the four issues of the Woman's Home Companion dated August, September, October and November, 1898; and I remain,

Yours very respectfully,

James H. Abbott
Postmaster.

The news-stand circulation of the Woman's Home Companion is about 25,000 copies per issue, which accounts for the discrepancy between the 451,276 pounds of paper, certified by the Mead Paper Company as having been furnished, and the 406,175 pounds of paper on which postage was paid, as testified to by the postmaster above.

(SEE NEXT PAGE)

Three Responsible Employees Weld the Final Links in the Chain of Proof

SWORN STATEMENT OF CIRCULATION.

We, the undersigned, respectively General Superintendent, Pressman and Mailing Clerk for Mast, Crowell & Kirkpatrick, Publishers, do solemnly swear that the following is a correct statement of the number of copies of Woman's Home Companion and the Farm and Fireside printed and mailed for the issues of the months of August, September, October and November, 1898.

WOMAN'S HOME COMPANION.

August.....	303,000 Copies
September....	304,000 Copies
October.....	340,000 Copies
November.....	330,000 Copies
Total for	
4 months	1,277,000 Copies
Average per	
issue....	319,250 Copies

FARM AND FIRESIDE.

August	1,...	310,600 Copies
"	15,...	310,600 Copies
September	1,...	310,700 Copies
"	15,...	310,400 Copies
October	1,...	310,300 Copies
"	15,...	310,600 Copies
November	1,...	310,600 Copies
"	15,...	310,800 Copies
Total for		
4 months		2,484,400 Copies
Average per		
issue....		310,550 Copies.

W. A. Martin

General Supt.

A. W. Hively

Pressman.

H. R. Shardon

Mailing Clerk.

Springfield, Ohio, Nov. 19, 1898.



State of Ohio, ss.
Clark County.

On this the 19th day of November, A.D. 1898, personally appeared before me, a Notary Public, in and for said Clark County, W. A. Martin, A. W. Hively and H. R. Shardon, the above named, who, being duly sworn, say that the things set forth in the foregoing statement are true.

G. S. Dial

Notary Public, Clark County, Ohio.

We trust every advertiser in America will study the circulation matter thoroughly; it is of vital importance. Go even a step further than the Thompson Company's client, and demand that your agent supplies you with absolute proof of every medium you use.

No honest publisher will hesitate a moment.

We never do.

MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO
1529 Marquette Bldg.

IN TEXAS.

In the great State of Texas only one daily paper gets credit for an issue of 7,500 copies or more. It is:

Houston Post.

Six dailies get credit for issues of 2,250 or more, but not so many as 7,500 copies. They are:

Dallas Morning News.

Dallas Times-Herald.

San Antonio Express.

Austin Evening News.

Galveston News.

Galveston Tribune.

Seven dailies get credit for an issue of 1,000 or more, but not so many as 2,250 copies. They are:

Austin Statesman.

Fort Worth Mail-Telegram.

Houston Press.

Navasota Examiner.

San Antonio Light.

Waco Telephone.

Waco Times-Herald.

Not one of the more than fifty remaining dailies in Texas gets credit for an issue of so many as 1,000 copies. Texas has numerous excellent dailies, appearing in the above list, but none of them seems able to reach any very considerable circulation. Indeed, a careful and exhaustive study of the issues accorded for a period of years indicates in some cases a gradual reduction in the number printed. The *Houston Post*, however, shows unmistakable signs of progress. It heads the list and had in 1897 an average of nearly 12,000 copies daily. The *Evening Press* is the only other daily in Houston believed to print as many as 1,000 copies. Dallas has but two dailies, the morning *News* and evening *Times-Herald*. For the year ending with July, 1898, the *Times-Herald* had an average issue of 5,498. The *News* was never known to furnish a satisfactory circulation report, but is without much doubt entitled to credit for an issue of over 4,000 copies. Both papers are important in their territory and should be kept in mind. In San Antonio the *Express* is the only morning daily, and is believed to print regularly somewhat more than 4,000 copies. The *News* gets first place in Austin with a probable issue of about 3,000, and the *Statesman's* issue is estimated at from 1,000 to 2,250. The *Galveston News* is known everywhere. It has always occupied an enviable position, and has ever been an excellent newspaper, more regarded perhaps for other qualities than circulation. It is now rated as issuing from 2,250

to 4,000 copies, and the *Evening Tribune*, which last year had an average of over 3,400, may possibly have a still larger issue now.

It is somewhat remarkable that in Fort Worth, with a population of 30,000, and Waco, with a population of 25,000, no daily newspaper gets credit for an issue of so many as 2,500 copies!

IN WISCONSIN.

In Wisconsin three daily papers get credit for issues of 12,500 or more, but not so many as 20,000 copies. They are:

Milwaukee Evening Wisconsin.

Milwaukee Germania.

Milwaukee Journal.

Three dailies get credit for issues of 4,000 or more, but not so many as 12,500 copies. They are:

Milwaukee News.

Milwaukee Sentinel.

West Superior Evening Telegram.

Seven dailies get credit for issues of 2,250 or more, but not so many as 4,000 copies. They are:

Eau Claire Leader.

Janesville Gazette.

Milwaukee Herald.

Milwaukee Vorwarts.

Oshkosh Enterprise.

Oshkosh Northwestern.

West Superior Leader.

No other daily in Wisconsin gets credit for an issue of so many as 2,250 copies.

The *Milwaukee Evening Wisconsin* of right stands at the head, as the reliable, substantial and favorite daily of the State. It also appears to have an undoubted lead in circulation. For the year ending with June, 1898, its average issue was 18,340. The *Journal*, evening, gets credit for 12,500 or more. The *Germania*, an excellent evening daily for German circulation, has a probable issue of about the same number as the *Journal*. The *Sentinel* is the only English morning daily in the city, and in the absence of any direct information is estimated to issue somewhere from 7,500 to 12,500 copies. The *News*, evening, has a probable issue of 4,000 or more. The *Herald*, morning, and *Vorwarts*, evening, both German, each gets credit for a little over 2,250 copies. In West Superior the *Evening Telegram* is believed to print not far from 4,000 copies, and the *Leader* has a probable issue of over 3,200. The *Janesville Gazette*, during 1897, had an average issue of nearly 2,800. No later report has been received from its publisher.

The San Francisco Call

A General Agent's Opinion of its Worth to Advertisers.

Cable Fretta, New York.

Established 1886.

GEORGE HASTINGS & CO.

GENERAL ADVERTISING.

**Contractors for Advertising in Newspapers, Magazines,
Weeklies, Monthlies, Cars, Billboards
and Wall Spaces.**

(U. S. Agents for "The 1900"—Official Organ, Paris Exposition).

Telephone No. 1416 Broad.

42 and 44 Broad Street.

NEW YORK, November 11, 1898.

MR. DAVID ALLEN,

EASTERN REPRESENTATIVE, S. F. CALL,

188 WORLD BUILDING, PARK ROW, CITY.

DEAR SIR: As an act of rightful recognition of good service, we desire to say to you that *we have had excellent results so far from such advertising as we have placed in THE SAN FRANCISCO CALL.* We find your rate low and the service excellent. *We know of no paper on the Pacific Slope possessed of better drawing qualities or better value to the advertiser than THE SAN FRANCISCO CALL.*

The medium is an excellent one and we take pleasure in saying so, and you are at liberty to make any use of this statement which you may see fit.

Yours truly,

GEORGE HASTINGS & CO.

W. S. LEAKE, Manager, San Francisco, Cal.

DAVID ALLEN, Eastern Representative, 188 World Building, New York.

C. GEORGE KROGNESS, Marquette Building, Chicago, Ill.
(for district west of Pittsburg).

IN MISSOURI.

In Missouri four daily papers get credit for issues of 75,000 copies or more. They are:

Kansas City *Star*.
St. Louis *Chronicle*.
St. Louis *Post-Dispatch*.
St. Louis *Republic*.

Two daily papers get credit for issues of 70,000 copies or more. They are:

St. Louis *Globe-Democrat*.
St. Louis *Star*.

Four daily papers get credit for issues of 20,000 copies or more, but not so many as 40,000. They are:

Kansas City *Drovers' Telegram*.
Kansas City *Journal*.
Kansas City *Times*.
Kansas City *World*.

One daily gets credit for a little over 15,000 copies, viz.:

St. Joseph *News*.

No other daily in the State gets credit for so many as 8,000 copies, and only two other dailies get credit for an issue of 4,000 or more copies. These two are:

St. Joseph *Gazette*.
St. Louis *Westliche Post*.

The Kansas City *Star* appears to lead in circulation, although the St. Louis *Chronicle* is not far behind. The *Star's* average issue for the year ending with June last was 81,995. It is an eight-page, two-cent evening paper, brimful of energy, and is a practical believer in advertising. It claims a circulation of more than double that of all the other Kansas City dailies combined. The St. Louis *Chronicle* is also an evening paper, published by the Scripps-McRae League, and is sold for one cent a copy. In general characteristics these two dailies are much alike. The St. Louis *Post-Dispatch*, "founded by Joseph Pulitzer," is an afternoon one-cent daily, but with a Sunday morning edition also. It appears to partake somewhat of the nature of the *World*, in New York. The St. Louis *Republic*, now in its ninety-first year, is published every morning and sold for one cent a copy. It is accorded the largest circulation of any daily in its city, and there is probably no other to be considered before it. The St. Louis *Globe-Democrat* is much like the *Republic* in general character, and very close to it in number of copies issued. The St. Louis *Star* is an evening one-cent daily, with a Sunday morning edition and an average issue perhaps not very far behind that of the *Chronicle*. Of the remaining Kansas City dailies, the

World is an evening paper sold for one cent a copy, and leads off with an issue of nearly 40,000 copies. This is also published by the Scripps-McRae League, and has every appearance of prosperity. The *Journal* and the *Times* are the morning dailies—both good papers, but the *Journal* appears to be decidedly ahead in the number of copies printed.

IN WEST VIRGINIA.

In West Virginia seven daily papers get credit for issues of 1,000 copies or more. They are:

Charleston *Mail Tribune*.
Parkersburg *News*.
Parkersburg *Sentinel*.
Parkersburg *State Journal*.
Wheeling *Intelligencer*.
Wheeling *News*.
Wheeling *Register*.

No other daily in the State gets credit for an issue of so many as 1,000 copies. West Virginia is a barren field to investigate. With the exception of the Parkersburg *Sentinel*, which in 1897 reported an average issue of 1,379, not one of the above-named dailies appears willing to convey the slightest information as to the number of copies issued. The Wheeling dailies have always been remarkably silent on this point. The best that can be written now is that all three of the Wheeling dailies are each reported as issuing somewhere from 2,250 to 4,000 copies, and all the others named get credit for an issue of from 1,000 to 2,250. Indications are that these figures are high enough—perhaps too high.

IN SOUTH DAKOTA.

In South Dakota three daily papers get credit for issues of 1,000 copies or more. They are:

Deadwood *Pioneer Times*.
Sioux Falls *Argus-Leader*.
Sioux Falls *Press*.

Not one of the above dailies gets credit for so many as 4,000 copies. In Sioux Falls the *Argus-Leader*, every forenoon and every evening except on Sunday, and the morning *Press*, are the only dailies published. Neither paper furnishes satisfactory information as to its circulation; but they may be entitled each to a possible average of 2,250 or more. The *Press*, all things considered, seems to be the best, but there is not much to be said in favor of either. The Deadwood *Pioneer Times*, morning, gets credit for 1,000 copies or more. South Dakota is not prolific in good dailies.

San Francisco Bulletin

is issued

Every Evening

and

Sunday Morning.

Its circulation is

GUARANTEED

by the

Advertisers' Guarantee Company.



and

**The Daily
Average during
1898 has been
34,610**

A Home and Family Newspaper.

NONE BETTER. ———

———— FEW AS GOOD.

Further information
from

MR. F. K. MISCH,
Potter Building, New York.

IN RHODE ISLAND.

In Rhode Island two daily papers get credit for issues of 20,000 or more copies. They are:

Providence Evening Bulletin.
Providence Evening Telegram.

Two dailies get credit for issues of 7,500 or more, but not so many as 18,000 copies. They are:

Pawtucket Evening Times.
Providence Journal.

Five dailies get credit for issues of 2,250 or more, but not so many as 4,000 copies. They are:

Newport News.
Providence News.
Westerly Sun.
Woonsocket Evening Call.
Woonsocket Evening Reporter.

In Providence, the *Journal* is the only morning daily, excepting a small college paper, and one of those rare publications "to be valued more for the class and quality of its circulation than for the mere number of copies printed." Its last report of actual issue covered the first six months of 1897, and showed an average for that period of over 12,000 daily and 14,000 Sunday. There has probably been no considerable change since, but indications appear to denote no increase. The *Bulletin*, known as the evening edition of the *Journal* and for the same months covered by the latter's last report, was entitled to an average issue of a little over 33,000. No later information has been furnished. The *Evening Telegram* showed an average issue for the entire year 1897 of 34,687, and for the Sunday morning edition of 33,165. It claims, and apparently has, "a larger circulation than any other daily published in New England, outside of Boston." It is brimful of snap and enterprise and also claims to publish "more classified advertisements than all other Rhode Island newspapers combined." All three of the above dailies sell for two cents a copy. The *Evening News* is the only one-cent daily in the city.

The *Pawtucket Evening Times*, one cent, is a large eight-page daily, well put together, evidently prosperous, and with a probable issue of 12,500 or more copies.

The *News* is the only evening daily printed in Newport, and a more than ordinarily good paper. For the year ending with June last its average issue was 3,795.

The *Westerly Sun* had an average issue for the past year of 3,737. No

daily paper in Rhode Island not included in above list gets credit for an issue of so many as 2,250 copies.

IN VIRGINIA.

In Virginia three daily papers get credit for issues of 4,000 or more, but not so many as 6,000 copies. They are:

Norfolk Virginian and Pilot.
Richmond Dispatch.
Richmond Times.

Five dailies get credit for issues of 1,000 or more, but not so many as 4,000 copies. They are:

Lynchburg News.
Norfolk Landmark.
Petersburg Index-Appeal.
Richmond State.
Roanoke Times.

Not one of the remaining twenty-five dailies in Virginia gets credit for an issue of so many as 1,000 copies. The *Richmond Dispatch*, established in 1850, is another of the old-time war journals that survived the era of reconstruction. It is said to possess the absolute confidence of its readers to a remarkable degree, and its claim appears reasonable that it is "the leading paper of the Virginias and Carolinas as regards ability, influence and circulation." The *Times*, morning, has the same estimated issue as the *Dispatch*, but apparently the *Dispatch* is in the lead. The *State* is the only evening daily in Richmond, and gets credit for an issue of somewhat more than 1,000. The *Norfolk Virginian*, morning, has credit for an average issue during 1897 of 4,077. There is no reason to suppose it is less at the present time. The *Landmark*, morning, is reported to have a circulation of from 1,000 to 2,250. The *Lynchburg News* and *Roanoke Times* are classed with the *Landmark*. The *Petersburg Index-Appeal* is a grade higher and gets credit for an issue of from 2,250 to 4,000 copies.

IN NEW MEXICO.

In New Mexico no daily paper gets credit for an issue of so many as 1,000 copies. There are but four dailies in the Territory, viz.:

Albuquerque Citizen.
Albuquerque Morning Journal.
Las Vegas Optic.
Santa Fe New Mexican.

There is some reason for believing that the *Santa Fe New Mexican* is, all things considered, the best of the four, but it is doubtful if the combined issue of the four for any one day would reach as many as 1,500 copies.

What the New York Herald used to be to the United States, the Louisville Courier-Journal is to-day to the States south of Mason and Dixon's line.

—Printers' Ink.

Louisville
Courier-
Journal

DAILY,

SUNDAY,

WEEKLY,

(Now issued twice a week.)

Far-reaching in its influence and effect. A powerful puller, a payer and result producer.

Louisville Times

Leading afternoon paper and double circulation of any other.

The S. C. Beckwith Special Agency,
Tribune Building, New York. The Rookery, Chicago.

IN MINNESOTA.

In Minnesota three daily papers get credit for issues of 40,000 copies or more. They are:

Minneapolis *Journal*.
Minneapolis *Tribune*.
St. Paul *Dispatch*.

One daily gets credit for an issue of over 30,000 copies, viz.:

Minneapolis *Times*.

Two dailies get credit for issues of 17,500 or more, but not so many as 20,000 copies. They are:

St. Paul *Globe*.
St. Paul *Pioneer Press*.

And the only other daily in Minnesota that gets credit for an issue of 7,500 or more copies is the

Duluth *Evening Herald*.

There is no other daily credited with so large an issue as 4,000 copies. The first four of the dailies named above are to be congratulated not only upon their position as the leading dailies of two such energetic and thriving cities, but especially because of their furnishing yearly detailed reports of actual circulation in such a way that they are beyond question strictly true. For the year ending with July last the Minneapolis *Tribune* had an average issue of over 46,000; for the year ending with September, the St. Paul *Dispatch* had an average of over 40,900; for the year ending with April the Minneapolis *Journal* had an average of over 40,600, and for the year ending with September the Minneapolis *Times* had an average issue of over 30,000. The *Tribune* and the *Times* are one-cent morning papers; the *Journal* and *Dispatch* appear in the afternoon and are sold for two cents a copy. The *Tribune* not only shows a larger circulation than any other daily in Minneapolis and St. Paul, but also claims a larger issue "than any other daily west and north of Chicago." The Sunday edition of the *Times* is probably the largest of any in the two cities—over 40,000. In general appearance the four dailies compare favorably with each other. The St. Paul *Pioneer Press* was established in 1853 and is the oldest of all the dailies. For a long time it had no opposition. Always edited with ability, under a good business management, the *Pioneer Press* has ever sustained an enviable position, and is still the favorite daily with a very large number of an intelligent and well-to-do class of readers.

IN TENNESSEE.

In Tennessee one daily paper only gets credit for an issue of 20,000 copies or more. It is:

Memphis *Commercial Appeal*.

Three dailies get credit for issues of 7,500 or more, but not so many as 12,500 copies. They are:

Chattanooga *Times*.
Nashville *American*.
Nashville *Banner*.

Five dailies get credit for issues of 1,000 or more, but not so many as 5,000 copies. They are:

Chattanooga *News*.
Jackson *Sun*.
Knoxville *Evening Sentinel*.
Knoxville *Journal-Tribune*.
Memphis *Evening Scimitar*.

No other daily in the State gets credit for an issue of so many as 1,000 copies.

The Memphis *Commercial Appeal* is the only morning daily in that city, and has by far the largest issue of any daily in Tennessee. It succeeded to the old *Appeal*, established in 1840, and the *Avalanche*, established in 1857. Its average issue for the year ending with September, 1898, was 20,508. The *Evening Scimitar* gets credit for a possible issue in excess of 2,250 copies. In Chattanooga the only morning daily is the *Times*. It is an excellent paper under a first-class business management, and had an average issue during the past year of 9,310. The *News*, evening, the only other daily in the city, is credited with an issue in excess of 2,250 copies. It shows strong evidence of enterprise, and is clearly entitled to careful consideration. In Nashville the *American*, every morning, and the *Banner*, evening, are the only dailies published. In 1897 the average issue of the *Banner* was over 11,000 and of the *American* 10,000. No later report has been received. Each now gets credit for an issue in excess of 7,500. In Knoxville the *Journal and Tribune*, morning, had an actual average issue for the year ending with April, 1898, of 4,323 copies. It is the successor to *Brownlow's Whig*, and claims to be "the only Republican daily paper in the entire South." The *Evening Sentinel* is the only other daily in Knoxville, and gets credit for a possible issue of somewhat more than 2,250 copies.

The Jackson *Sun*, every evening except Saturday, and Sunday morning, is believed to issue over 1,000 copies daily.

The Blazed Path

IS THE ONLY ONE TO FOLLOW.

THE DENVER REPUBLICAN

Carries the Advertisements of

Ayer & Co.
Apollinaris Water.
Anheuser-Busch Beer.
Angostura Bitters.
Baker's Cocoa.
Benson's Plasters.
Battle Ax Plug.
Borden's Condensed Milk.
Berlitz Schools.
Buffalo Lithia Water.
Columbia Bicycles.
Carter's Liver Pills.
Chicago Corset Co.
California Fig Syrup.
Church Kidney Cure.
Cuticura Remedies.
Castoria.
Dr. Lyon's Tooth Powder.
Dr. T. A. Slocum.
Dr. R. V. Pierce.
D. M. Ferry & Co.
Detroit Stove Works.
Ely's Cream Balm.
Earl & Wilson.
Harper & Bros.
Hood's Sarsaparilla.
Humphrey Medicine Co.
Hostetter & Co.
Imperial Chemical Co.
Jenness Miller.
Kingsford's Starch.
Ladies' Home Journal.

Lydia Pinkham Co.
Lehigh Valley R. R.
Liebig's Beef Extract.
Little, Brown & Co.
Lydia E. Pinkham.
McClure's Magazine.
Monarch Bicycles.
Munyon's Remedies.
Pyle's Pearlline.
Pyramid Drug Co.
Pond's Extract.
Postum Cereal.
Paine's Celery Compound.
Royal Baking Powder.
Radway's Ready Relief.
Redfern & Co.
Sapolio.
Scribner's Magazine.
Scott's Emulsion.
Swift's Specific Co.
Swift's Wool Soap.
Spaulding & Co.
Stuart's Tablets.
The Goodyear Co.
Tarrant's Seltzer Aperient.
The Century Magazine.
Vin Mariani.
Winslow's Soothing Syrup.
Warner's Safe Remedies.
W. L. Douglas.
Youth's Companion.

Better go with the Successful Ones

THE
S. C. BECKWITH SPECIAL AGENCY,
Sole Agents Foreign Advertising,
Tribune Building, New York,
"The Rookery," Chicago.

Home Office:
DENVER,
COLORADO.

IN NEW JERSEY.

In New Jersey four daily papers get credit for issues of 7,500 copies or more. They are:

Hoboken *Observer*.
Jersey City *Journal*.
Newark *Advertiser*.
Newark *Evening News*.

Five dailies get credit for issues of 4,000 or more, but not so many as 7,500 copies. They are:

Elizabeth *Journal*.
Newark *Freie Zeitung*.
Paterson *Evening News*.
Paterson *Morning Call*.
Trenton *True American*.

The Newark *Evening News* is issued in from ten to sixteen pages, is sold for two cents a copy, and has an undoubted circulation of a little over 40,000 daily. This is considerably more than double the probable circulation of any other daily in the State. An examination of the *News* results in a most favorable impression. It is well printed, gives the news, and is managed with ability. The Jersey City *Evening Journal* has an average issue of about 15,000 copies and the publisher's statement that "it is the great home newspaper of Hudson County" will stand undisputed. It is an unusually good paper, practically alone in a prosperous local field, and merits careful attention. The Hoboken *Observer* gets credit for an actual average issue of about 8,000, and the Newark *Advertiser* probably prints about the 7,500 copies to its credit. The Elizabeth *Journal* clearly leads in Elizabeth; the Paterson *News* and the *Call* each prints about 6,600 copies, with a difference of less than 100 in favor of the *News*, and the Trenton *True American*, the undoubtedly best paper in that city, has an actual average issue of about 5,000.

IN WASHINGTON.

In Washington five daily papers get credit for an issue of 4,000 copies or more. They are:

Seattle *Post-Intelligencer*.
Seattle *Times*.
Spokane *Chronicle*.
Spokane *Spokesman-Review*.
Tacoma *Ledger*.

Not one of these dailies gets credit for so many as 13,000 copies, and only one other daily in the State—the Tacoma *News*—gets credit for so many as 1,000 copies. The five dailies named above are all enterprising, apparently prosperous and compare most favorably with Eastern dailies of sim-

ilar circulation. In Seattle, the *Post-Intelligencer*, morning, possibly has an issue of from 10,000 to 12,000, and the *Times*, evening, is probably about the same. It is of not much importance as to which is a trifle ahead—no one will care to discard either. They are the only dailies in Seattle. The Spokane *Chronicle*, evening, has an actual average issue for the year ending with September, 1898, of 5,650, and the morning *Spokesman-Review's* last report for 1897 showed an average issue of a little over 8,000. The Tacoma *Ledger*, morning, gets credit for an issue of somewhat more than 4,000, and the evening *News* is estimated at from 1,000 to 2,250 copies.

IN VERMONT.

In Vermont three daily papers get credit for issues of 1,000 copies or more. They are:

Burlington *Free Press*.
Burlington *News*.
Rutland *Herald*.

The *Free Press*, morning, had last year an average issue of nearly 4,400. It was established in 1848 and claims to cover in the morning "a field that no other daily can reach till 4 p. m." The *News* is a one-cent evening daily in the hands of a publisher who thoroughly understands his business. It claims "more than double the circulation in Burlington and suburbs of any other paper," and had an average issue for the year ending with September, 1898, of 5,613. The Rutland *Herald*, morning, is the only daily in that city, and gets credit for between 1,000 and 2,250 copies. It is somewhat remarkable that during the present year three new daily papers should have been established in Vermont, where there were but five dailies, all told, before. The new issues are: Barre *Evening Telegram*, Brattleboro *Phoenix*, Montpelier *Argus*.

IN UTAH.

In Utah four daily papers get credit for issues of 1,000 copies or more. They are:

Ogden *Standard*.
Salt Lake City *Deseret News*.
Salt Lake City *Herald*.
Salt Lake City *Tribune*.

Only one of these gets credit for so many as 4,000 copies. The one exception is the *Tribune*, which for the year 1897 showed an actual average issue of over 8,000 copies, and is believed entitled to at least as large an

issue at the present time. It is printed every morning in from eight to twenty-four pages, is Republican in politics and without doubt the all-around best daily in Utah. The *Deseret News*, evening, is still the organ of the Mormon community, reliable and substantial, but seems to be decreasing in circulation. At present it gets credit for less than 2,250 copies daily. The *Herald*, every morning, is Democratic—a good paper, accorded an issue of over 2,250 copies. The *Ogden Standard*, morning, with an estimated issue of over 1,000 copies, is the only daily in that city.

IN NEBRASKA.

In Nebraska two daily papers get credit for issues of 20,000 copies or more. They are:

Omaha *Bee*.
Omaha *World*.

Two other dailies get credit for issues of 4,000 or more, but not so many as 8,000 copies. They are:

Lincoln *State Journal*.
South Omaha *Drovers' Journal*.

And no other of the nearly thirty dailies in Nebraska gets credit for so many as 4,000 copies. Both the *Bee* and the *World* are issued every morning, and every evening except Sunday. The *Bee* is sold for five cents a copy, the *World-Herald* for two cents. Both furnish a satisfactory statement of circulation for the year ending with September last. The *World-Herald* had an actual average issue of 26,288, and the *Bee* an actual average issue of 24,626. The two appear to be so nearly equal in general good qualities, it is hardly possible to decide between them. The *Lincoln State Journal* is by all odds the best paper in the capital city.

IN NEW HAMPSHIRE.

In New Hampshire four daily papers get credit for issues of 2,250 copies or more. They are:

Concord *Evening Monitor*.
Dover *Foster's Democrat*.
Manchester *Mirror and American*.
Manchester *Union*.

The *Manchester Union* is issued every morning, and every evening except on Sunday, and has by far the largest circulation of any daily in the State. It is always made up of at least ten pages, and claims to "cover the field from the Massachusetts to the Canadian line." Its actual issue is thought to exceed 12,000 copies. The *Mirror and American* has an evening

edition only; it is more local in its character than the *Union* and probably prints somewhat more than 4,000 copies. The *Monitor* unquestionably has the lead in the capital city and issues not far from 2,500 copies. *Foster's Democrat* occupies a similar position to the *Monitor*, but possibly has a somewhat smaller issue.

IN MISSISSIPPI.

In Mississippi three daily papers get credit for issues of 1,000 copies or more. They are:

Jackson *Clarion-Ledger*.
Meridian *Herald*.
Vicksburg *Herald*.

Not one of the three, however, gets credit for so many as 3,000 copies; and of the twelve remaining dailies published in the State, the probable average issue is less than 500. There is some reason for believing that the *Jackson Clarion-Ledger* has the largest circulation of any of the three named above, although the local and surrounding conditions in Vicksburg would appear to favor the *Herald* of that city. They are both eight-page morning papers, about on a level in point of merit and of about equal importance.

IN MONTANA.

In Montana four daily papers get credit for issues of 2,250 copies or more. They are:

Anaconda *Standard*.
Butte *Inter Mountain*.
Butte *Miner*.
Helena *Independent*.

Of these, the *Anaconda Standard* is by far the best. It is a morning paper, printed every day in the year, and in general appearance compares favorably with the papers of Denver. Its present issue is believed to be about 9,000 copies. The remaining three dailies appear to be fairly prosperous, and each to have about the same circulation as the others, but neither of them gets credit for an issue of so many as 4,000 copies.

IN WYOMING.

No daily paper in Wyoming gets credit for an issue of so many as 1,000 copies. Those published are:

Cheyenne *Sun-Leader*.
Cheyenne *Wyoming Tribune*.
Laramie *Boomerang*.
Laramie *Republican*.

It is not probable that the average issue of these four dailies reaches 500 copies.

BANGOR REAL ESTATE.

HOW IT IS ADVERTISED BY AN ADVERTISING MANAGER WHO IS ONLY EIGHTEEN YEARS OF AGE.

Not every real estate broker has the faculty for getting up good advertising matter. Too often he says too little; sometimes he says too much; and it is rather infrequent that he says just the right thing and in the right way.

Prominent among the real estate firms whose advertising is steadily good, is the Louis Kirstein Agency, of Bangor, Me. And their advertising awakens special interest when one learns that it is all written and placed by an advertising manager who is but eighteen years old.

Bernard M. Kirstein, who looks after the publicity problems of the Louis Kirstein Agency, was born on May 12, 1880. He has been associated with his father in the real estate business for three years and a half, and for the past two years he has handled all of the Kirstein advertising. This is no light task, for frequent changes are made in the Kirstein ads, and the

stein for an interview for PRINTERS' INK. "Why, certainly," he said; and the questioning began.

"In the first place," said Mr. Kirstein, "you must remember that our advertising is somewhat different from that of any other line of business, and even differs from that of most real estate dealers in larger cities, as there they handle principally property of their own, while ours is mostly a commission business, and our ads must reach the buyer and seller at the same time. For that reason, and also because we do not believe in extravagancies or promises to give something for nothing, we never advertise property at alarming sacrifices, or at unreasonable reductions from the true value. Of course, in some special instances where immediate sales are essential, or for some other good reason, we may quote prices that mean more than 'dollar for dollar,' but in all such cases we always explain our reason for making the sacrifice, and do not claim that it is a common occurrence. We aim to sell property for what it is actually worth—no more and no less—and our reputation has been built on these grounds. Consequently, while we expect our advertisements to attract purchasers looking for good honest trades, we also expect them to have an influence on persons owning property which they wish to sell."

"How long have you done systematic advertising, Mr. Kirstein?"

"Ever since opening our present office, three and a half years ago."

"Do you use all three of the Bangor dailies?"

"Yes, we have used them all, more or less, but perhaps not all to the same extent."

"Do you ever run general ads, or are they all descriptive of some special piece of real estate?"

"When we began advertising we tried to use general ads, but we found they did not bring the returns which we received from the special descriptive ones. The people seem to be attracted to these latter—sometimes almost in spite of themselves—and we find no ad so attractive as a thorough description of a house or a farm. We still use general ads to a limited extent, in connection with the descriptive ones."

"Speaking of descriptive ads," Mr. Kirstein continued, "we make our de-

Watch Your Neighbors

gradually rising in the world, and then ascertain how they are doing it.

In nine cases out of ten you will find they have purchased their little homes, often on easy terms, while their less enterprising neighbor is still paying rent.

A word to the wise is sufficient.

If you have not yet started on a home of your own, do not delay until you have obtained full particulars concerning some of the desirable homes on our books. There are many good, honest values which we are offering on terms that cannot fail to be satisfactory. We guarantee Perfect Titles to all property purchased through our agency.

LOUIS KIRSTEIN,

Real Estate Broker, 36 Main Street.

Sign of "The Model House."

firm's advertising bills for a year mount well up in the thousands.

A few days ago I asked Mr. Kir-

scriptions of property always as plain as we can, and would much prefer to underrate a place than to overrate it. In this way we are able to make many quick sales, for which we have estab-

garded to the amount of space they occupy."

"How did your full-page fall announcement strike the people?"

"The big announcement was very

CITY HOMES.

\$3,000 to \$10,000.

TO PARTIES WISHING TO BUY one of the finest homes in Bangor we would propose for careful consideration the very desirable home property at Highland Avenue and Highland Street—known as the Gov. Davis homestead. Situated on the highest elevation in Bangor and commanding an unequalled view of the city and country for miles around, this property immediately presents itself as one of the most prominent and magnificent homes in the city. The house is large, substantial and of imposing appearance; the grounds are bountiful and of great value; to properly appreciate this property a personal inspection is absolutely essential; let us show it to you. Price and terms will be made, satisfactory.

ANOTHER OF THE DESIRABLE, SUBSTANTIAL HOMES OF BANGOR, located on High Street, has come into the market by the owner's removal from the city. The location of this property cannot be surpassed, combining as it does close proximity to the business section; and one of the best neighborhoods in Bangor. The house is of brick, most thoroughly constructed. Here is a prize for some one; the first to come meaning business will be the one to secure it.

A PROPOSED CHANGE OF RESIDENCE NECESSITATES THE SALE of a modern two-story dwelling with fine stable connected; well located on the west side, within fifteen minutes' walk of the postoffice. This house is thoroughly built and most elegantly finished; no expense has been spared to make it a perfect home; every improvement which could add to its convenience and comfort has been placed in this property; nothing in Bangor surpasses it. This property can be purchased at a figure far below what it would cost to duplicate it; to view it means to admire it; to talk business means to buy it. Investigate.

WE HAVE FOR SALE A BRICK HOUSE, with shed, carriage house and stable adjoining, on fine large lot, well located on the west side, among good neighbors, and near down-town. A fine orchard on this lot will be an attraction to many purchasers. The price is moderate for so good a home; will give full value for every dollar invested. Apply at once.

IF YOU WANT A NEAT AND COMPARATIVELY NEW HOUSE in good location on west side, where one can enjoy all the home comforts, and conduct the house at small expense, we can interest you in the property to which this ad. refers. The price comes down near the first figures mentioned at the head of this list. Fine lot; of good size; house contains 8 rooms.

WE HAVE FOR SALE THE DESIRABLE PROPERTY KNOWN AS THE BOWLER HOUSE, on Ohio Street, near its junction with Court. The house is suitable for two families, giving the purchaser a fine home, with the opportunity of renting one tenement and receiving a good income therefrom. The lot is of good size, and has a stable in the rear. Property in this location sells rapidly—if you want this property, apply at once.

LOUIS KIRSTEIN, Real Estate.

lished quite a good reputation here." well received. Within four days after its appearance, seven of the places described in it were sold."

"Do you confine your ads to a certain amount of space, or do you let the space fit the ad?"

"Please tell me about The Little City in Itself—how you boomed it, and how it took with the people?"

"Our advertisements always include everything we wish to say, without re-

"In the first place," said Mr. Kirstein, 'The Little City in Itself' was the right kind of property to attract homeseekers. We gave full descriptions of the property in the papers, using space enough to attract wide attention, and producing a plan of the lots to show their liberal size. We mentioned the natural advantages of The Little City—its high elevation, healthfulness, rich soil, good drainage, and the like, and laid particular stress on the fact that the surrounding neighborhood is well built up with fine houses, nearly all of which are occupied by their owners. Following this, we gave our method of disposing of the property—twenty lots, of which purchasers would have their choice from the whole tract, would be sold at one-half actual value, providing the purchasers would erect houses on their lots within one year from the date of purchase—cost of said house to be not less than \$1,500. We also offered to give, without extra charge, our personal supervision to the erection of all houses built on this tract, to see that the work was done according to specifications, and to allow all benefits from discounts, etc., that we received on price of building materials."

"I believe you lay special stress on the fact that you get perfectly clear titles on all real estate you handle; do you not, Mr. Kirstein?"

"We advertise the fact very largely, and many of our patrons refer to it. I think it is a good point to bring out."

"Is that feature of the business generally made prominent in the advertising of other real estate firms?"

"I really do not know. I have never seen it mentioned, but I do not see many real estate ads of other people. The only aid I have is PRINTERS' INK, which has been of invaluable service to me, although so far it has dealt but little with ads of our business. Yet, indirectly, there are many points in it which we can and do utilize."

"I notice you keep the public well informed of real estate transfers made through your agency, by 'locals' in the dailies. That is an important factor in your advertising, is it not, Mr. Kirstein?"

"Oh, yes. The newspaper reporters continually seek us for information concerning transfers, and by this method the public is kept informed of what we are doing. We appreciate

the value of these items of news as indirect advertisements."

"Do you advertise in papers outside of Bangor?"

"Yes; but only property in towns

Be Your Own Landlord.

Yes, why not? Only yesterday we converted a tenant not only into his own landlord, but also into the landlord of another party. It happened thus:

We offered for sale a two tenement house on——street, and this man was wise enough to buy it. He will live downstairs, and rent the other flat. He paid a small amount down, and now his own and his tenant's rent does the rest.

Think you'll do likewise? Well enough. We have a few more such opportunities, concerning which you may have full particulars for the asking. If you buy through us, you get perfect title.

LOUIS KIRSTEIN,

Real Estate and Insurance Broker,

38 MAIN STREET.

Sign of "The Model House."

where newspapers are published, in which cases we use the home paper."

"Of course you have certain seasons for liveliest trade?"

"Yes; fall and spring, for the greatest number of changes are made at these seasons."

Mr. Kirstein is undoubtedly the youngest advertising manager of all of PRINTERS' INK's readers. But he is a progressive young man, a believer of modern methods for modern business, and that he is a man of exceptional business ability is evident from the successful way in which he has conducted his firm's advertising ventures from the start.

FRED. H. CLIFFORD.

A GOOD ad is that which is written so convincingly that its reader will say "That's so" at each period.





• The •
Washington Times

With its morning, evening and Sunday editions is the only complete Newspaper in the National Capital.

ITS CIRCULATION

which is guaranteed under a bond of \$50,000 by the Advertisers' Guarantee Company of Chicago, is now greater than that of the other Washington dailies combined.

THE PROOF.

	<p>The Advertisers' Guarantee Company, of Chicago, hereby certifies that it has, by its expert examiners, proven and attested the circulation of THE TIMES, Washington, D. C. The daily average PAID circulation for the month of September, 1898, was 44,890 copies.</p> <p>This is guaranteed to the advertisers of the country by a BOND of \$50,000 in the Fidelity and Deposit Company, of Maryland, deposited in the Northwestern National Bank of Chicago.</p>	
	<p>Advertisers' Guarantee Company, By J. R. MASON, Pres.</p>	

Everybody in Washington

Reads THE TIMES and its leading business houses advertise in it.

The Times

WASHINGTON, D. C.

Frank B. Conger, New York Representative,

52 TRIBUNE BUILDING.

NEW YORK HOLIDAY WINDOWS.

The prettiest and most dainty window display this season is in O'Neill's department store on Sixth Avenue. It is a model of a church and the title is "Christmas Eve." The church is probably ten feet long by four feet high, with a tower at either end and a large arched entrance in the center. The ground and the building are covered with snow, while the lights within stream through the stained glass windows and give a beautiful effect. But the wonderful part of the show is that the church is entirely built of lace handkerchiefs.

Siegel-Cooper Co. have window space around three sides of their Sixth avenue store, and almost every alternate window has a different grouping of wax figures. There is nothing new about wax figures, but there is something new in the grouping of them, and here the window dresser has exercised his art. As a result we have stage pictures, as it were, of different rooms in a model home. The nursery, with the wee tot running, semi-naked, from its nurse to its mother; the parlor, where father and mother are reading and the baby is asleep on the sofa; the dining-room, where a merry party are feasting, and the music-room, where a group of six young ladies are playing on various musical instruments, piano, harp, violin, cornet, etc. But the most attractive of the Siegel-Cooper windows is that which portrays the arrival of the fleet in the Hudson after the destruction of Cervera's ships. Our battle-ships are shown as moving up the North River opposite Grant's tomb. The river is apparently full of craft moving up and down, and the eastern shore is seen to be covered with people. The whole thing is made up of wood or pasteboard, with some hidden mechanical contrivance to keep things in motion.

At Ludwig Brothers, on Fourteenth street, the most is made of two rather small windows. In one is placed a huge Ferris wheel, revolving from the spectators toward the inside of the store. It is of wood, and where each car should be, in the ordinary Ferris wheel, there is a shelf containing a dinner or tea set in china or some other specimen of glass or crockery ware. The shelves, of course, are "swung" on pivots in order to keep them level, and the machinery controlling the wheel must be very nicely adjusted, otherwise the heavy and costly burdens would slide off and a general break up of china result. The other window contains in the center a series of circular stands or terraces, all revolving around a common center. The odd feature of this show, however, is that each terrace goes in an opposite direction to its nearest neighbor, and as these circular shelves are laden with toys the effect is novel.

"The Mirror" is a candy store at 853 Broadway. In one of its windows is an immense shoe, entirely made of candy of various colors. The side of the shoe is open so that one can see it is hollow, and inside are twenty or more brownies, all made of candy, while an old woman with a broomstick stands on the outside. The idea is to illustrate the old nursery rhyme—

"There was an old woman who lived in a shoe,
She had so many children she didn't know what to do."

Best & Co., of the Liliputian Bazar, on Twenty-third street, have a live Santa Claus in the middle of a window filled with toys, and Cammeyer, the shoe man, on Sixth avenue, has another Santa Claus who distributes toys free to the children of customers. It remained for Edwin S. Piper, of Grand street, Brooklyn, to eclipse tradition by having a live Santa Claus on each side of his store, so that the archers who see both have their childish beliefs in his personality rudely dispelled.

One of the neatest displays on Broadway is that in the window of W. W. Harrison, who deals exclusively in canes and umbrellas. The windows here are very spacious. One is entirely filled with umbrellas, arranged in novel forms, some starting from a central pivot and apparently forming an inverted umbrella, others spreading downwards and thus making an umbrella in its natural position. CHAS. PADDOCK.

CIRCULARS.

The small circular can be made useful to country dealers with a little effort. It is adapted to a wide range of special advertising effort, and its distribution is simple, direct and effective. We would suggest something of regularity in the issue of circulars or dodgers not meant for mailing. A weekly or bi-weekly, sixteenth-sheet or note-paper size circular, designed to suggest the latest offerings and best bargains in seasonable goods, will often prove effective. To carry out this work, the merchant should keep himself well posted as to trade prospects in general, so that he can know of any expected advance in sugar, coffee, dried fruits, etc., which facts can be foreshadowed by a few lines in the circular. But each issue should deal with but a very few specialties, and not attempt to treat of the whole stock in trade. These sheets can be distributed from the store to some extent, on the street if people are about in considerable numbers, and placed in all bundles put up. A bunch can be hung up by the door (inside), with a "Take one" placard attached, and patrons should know that these regular bulletins can be had on certain days by calling for them. The mailing circular can be made a trade-winner in some communities, especially where nearly all the people are English speaking or of one nationality. It may be a monthly or quarterly variation from the local sheet last mentioned, or it may take its place wholly. A circular for mailing should be gotten up in better form than the "dodger," and neatly printed on a good grade of paper. Scarcely any display will be in good taste, the circular being more like a letter sent direct to the recipient. People like to be remembered individually and by name, and a circular sent regularly is pretty sure to be read. This method has one advantage, that your competitors will not know what you are doing until you have reaped the benefit.—*Hardware Trade.*



"YOUNG MAN WOULD LIKE TO CHANGE PRESENT POSITION, AS IT IS TOO CONFINING; ON GOOD TERMS WITH PRESENT EMPLOYER A CHANCE TO TRAVEL PREFERRED."

THEATER SOUVENIRS.

Only seven years ago and theater performance souvenirs were unheard of in this city. Since that time the craze, fad, idea, advertising scheme or any other name by which you wish to denominate it, has been in full swing. Now its fall is beginning. Ed Rice, now of the Manhattan Theater, started the scheme when he was with Palmer's Theater, in 1891. A hobby of Mr. Rice's was clocks—clocks of all sorts and descriptions. When "1492" attained its fiftieth performance, Mr. Rice advertised that every female who should present herself at the door of Palmer's Theater on that night should receive a clock. They were large and wooden, these first theater souvenirs. From that time Mr. Rice gave out souvenirs upon every available occasion—all clocks. The last was the gem of them all—a little rosewood cased affair all ready to be packed into a traveling case. Other managers saw a good means for advertising, and took it up, each one trying to outdo the other. Then came the man who saw some business in it. He was M. L. Rose, a quasi artist. He picked up all sorts of things in all sorts of places, and offered them to theaters. After the first "splurge," theater souvenirs varied in price from 75 cents to \$1.75 each. Some of the most costly were those given by G. W. Lederer, of the Casino, who outdid competitors when he offered handsome silver candelabra with three branches. But the race became too hot for regular prices, and managers began to raise their prices of admission on souvenir nights. By this means they were able to pay about \$1,800 for souvenirs, and yet net their usual amount on the total income. There was a time in the heyday of the feature when the women, gay deceivers ever, began to scheme to get possession of these trinkets. When the scheme was started the idea was that each woman—and the souvenirs were for the women only—would come accompanied by a gentleman, and the house would, therefore, have to give out only 50 per cent of the number of seats in presents. But, alas! many times men did double, treble and even twelve times duty. It has been the experience of one theater manager, at least, to see a man escort twelve women to the entrance, see that they passed the ticket sellers at the door, turn on his heel and walk away, to await the close of the performance and then escort this bevy of beauties home, their souvenirs triumphantly carried under their wraps. Many women have retained their souvenirs, and have handsome collections. The most complete in the city is that owned by Mrs. Arthur J. Cohen, wife of the dramatic critic whose nom de plume is Alan Dale. From the day of the first clock to that of the last inducement offered, almost every souvenir given by every theater in New York has found its way into Mrs. Cohen's home.—*N. Y. Morning Telegraph.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANTED—Paying Eastern weekly (Republican). "H. D. A." Fourth Estate, N. Y. City.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

SECOND-HAND cuts wanted, suitable for woman's paper. BROWN, 1 William St., New York.

WANTED—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to R-I-P-A-N-S CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

PERFECT half-tone cuts, 1 col. \$1; larger, 10c. per in. ABC ENGRAVING CO., Yonkers-town, Ohio.

MAIL order men, write for our propositions; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

WANTED—Any person who can influence advertising in a popular first-class magazine please address "CONFIDENTIAL," Printers' Ink.

STAMPS wanted—Uncancelled U. S. postage and revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WELLS & CO., Bankers and Brokers, 421 Broadway, N. Y.

BUSINESS manager wanted for trade paper in city of 60,000. Brilliant prospects for good advertising solicitor. Must have \$500 to acquire int. in paper. STOREKEEPER, Saginaw, Mich.

WANTED—Advertising solicitor for a first-class monthly with large circulation; liberal arrangements will be made with the right party. Address Post-Office Box 3060, New York.

FARMS! Farms! \$500 buys 65-acre farm, good land, fine water; only \$200 cash down. Send 10 cents in stamps for book about Chattanooga and list of farms. CRABTREE'S FARM AGENCY, Chattanooga, Tenn.

I WANT publishers and advertisers to make some arrangement with me for advertising my neat little book, "Best Lincoln Stories Terefly Told," at their own expense and share half the receipts. Price of book, 50c., cloth, J. E. GALLAGHER, 144 Dearborn St., Chicago, Ill.

WANTED a competent man to take charge of the advertising department of the Chicago *Jeraltie*. Must be willing to solicit city and other business, and be fully able to handle other solicitors. Will pay fair salary, and give interest in results to proper party. Address LEO WISE & CO., 324 Dearborn St., Chicago, Ill.

AN experienced, resourceful advertising manager, good judge of space, practical writer, quaint and catchy illustrating ideas, expert in every detail of the work, a thoroughly equipped advertiser and business man, is open for engagement after January 1st. Samples of work in various lines, references, etc. Address "RELIABLE," care Lord & Thomas, Chicago.

DO you want to buy a paying monthly family and agricultural paper in the best town in the South? Over 5,000 paid-up subscriptions. Established several years. Printed under contract at low cost—no plant. Will sell for cash payment not to exceed amount of accounts receivable and advertising contracts. This is a fine business opportunity for an ambitious newspaper man who has a few hundred dollars to invest. Satisfactory reasons for selling. Address "SUCCESS," care Box 400, Chattanooga, Tenn.

WE WANT HIGH-GRADE ADVERTISEMENTS; CAN WE GET YOURS! 50,000 GUARANTEED CIRCULATION. Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00	buys 4 lines	\$ 14.00	buys 4 inches
1.25	" 5 lines	17.50	" 5 inches
1.50	" 6 lines	21.00	" 6 inches
1.75	" 7 lines	24.50	" half col.
2.00	" 8 lines	28.00	" one col.
2.25	" 9 lines	31.50	" half page
2.50	" 10 lines	35.00	" 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 28-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

NEWSPAPER METALS.

EVERY formula under which Blatchford stereotype, electrolyte and linotype metals are made includes the ingredients of Economy. E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago. Established 1864.

ADDRESSES AND ADDRESSING.

CANADIAN names and addresses \$3 per M; \$ M \$3. C. STAN ALLEN, Windsor, Ont.

NAMES—We offer 100,000 names of seed buyers for \$1.50 per M. DELANO SEED CO., Lee, Park, Nebr.

MAILING MACHINES.

HORTON MAILER (\$90 net), most exact, most rapid, most easily worked. For sale at all branches **AMERICAN TYPE FOUNDERS' CO.**

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

PRINTERS.

MAGAZINES—We make a specialty of the better grades of work. **KNICKERBOCKER PER. PRESS**, 60 Fulton St., New York.

If you are a believer in *printing that makes a hit*, it will pay you to send your order to **THE LOTUS PRESS**, Printers, 140 W. 23d St., N. Y. City.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more! **AMERICAN TYPE FOUNDERS' COMPANY**. Branches in all the principal cities. Everything for the Printer.

ADVERTISING NOVELTIES.

NEW ad novelties. Send 3c. stamp to **CLASP CO.**, Buchanan, Mich.

FREE sample mailable bill hooks. Business builders. **A.M. BILL FILE CO.**, Ft. Wayne, Ind.

THE Little Clipping Bureau supersedes calendars for high-class desk advertising. Samples and prices ten cents. **GEO. C. BAKER**, Albany, New York.

MONTHLY card calendars are a great help to the newspaper office doing job printing. Send for samples and prices to **COURIER PUB. CO.**, Rochester, N. H.

FOR the purpose of inviting announcements of advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER BROKER.

WANT to buy, sell, start or improve a paper. Consult **E. P. HARRIS**, 150 Nassau St., N. Y.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the **V. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

FOR SALE.

81 BUYS 4 lines, 50,000 proven. **WOMAN'S WORK**, Athens, Ga.

FOR SALE—Ten **R-T-P-A-N'S** for 5 cents at druggists'. One gives relief.

LARGE Goss printing press for sale. Address **W.M. E. MANN**, Norfolk, Mass.

A CHANCE to buy a country newspaper with a good business. Correspond with **J. W. ARMSWORTHY**, Wasco, Oregon.

NEWSPAPER plant for sale. Campbell Country press and engine, separately if desired. Location also. **E. W. FISH**, Despatch, N. Y.

FOR SALE or lease—Leading Republican weekly in Western Missouri. Half interest or all. Owner will lease and do editorial work. Rare chance for competent newspaperman. Address **H. H. MITCHELL**, Clinton, Mo.

FOR SALE—Whole or half interest in paying afternoon newspaper in city of over 20,000. There's \$10,000 a year with brains and push behind it. Strictest investigation courted. Don't answer unless you have at least \$2,000 and mean business. Address "B. Z.," care Printers' Ink.

OUTFITS, with new or second hand machinery—the most value for your money. Cash or terms. **AMERICAN TYPE FOUNDERS' COMPANY**. Branches in Boston, N. Y., Phila., Balto., Buffalo, Pittsburg, Cleveland, Cinn., Chicago, St. Louis, Minn., Kansas City, Denver, Frisco, Los Angeles, Portland (Ore.), Spokane, Dallas, Atlanta.

The twenty-one volumes of **PRINTERS' INK** which have been issued make an encyclopedia of advertising. If there is anything pertaining to advertising not in these volumes, it is because it is entirely new and original, and not yet known to the advertising world. It seems to me that those who have written strong words in praise of **PRINTERS' INK** have not said enough of the paper as an encourager and stimulator of advertising. No one knows, or ever will know, of the thousands of people who, after reading **PRINTERS' INK**, have become advertisers.

NEW YORK, Jan. 31, 1898.

L. J. VANCE.

BUSINESS CHANCES.

ADVERTISING scheme, \$30 a week easy. Plan 25 cents. **STAN ALLEN**, Windsor, Ont.

MISCELLANEOUS.

SHOES for business and professional men. Cat. free. **O. L. PITTS SHOE CO.**, Columbus, O.

ADVERTISERS whose expenditures are considerable but who lack a perfect system of checking advertisements and bills, lose money which can be saved by my method. For particulars address **B. F. NEWTON**, 156 Broadway, New York.

\$10.00 IN cash will be given to the person who makes the greatest number of words from the letters in the word "Silveron," no letter to be used twice in the same word. Fifty cents (50c.) must be sent with each list of words for a recipe for making silver plating fluid worth \$100. Every person who makes a list of ten (10) or more words will be given free a box of Sand Mountain Headache Tablets, provided twelve cents (12c.) be sent to pay postage and packing.

JOHN L. RAY & CO., Druggists, Albertville, Ala. Notice to Editors:—Every editor who will insert the above notice in full in his paper for two issues will receive free of charge silver plating fluid recipe and a box of Sand Mountain Headache Tablets upon the receipt of a copy of his paper containing a marked copy of the above notice.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville, Tenn., 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 5c. line. Circ'n 4,000. Close 34th. Sample free.

REPUBLICAN JOURNAL, Littleton, N. H., 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

LYNK'S MAGAZINE, Jackson, Tenn., is the only medium that reaches the most intelligent, wealthy, influential Afro Americans. Circ'n 10,000.

THE CASCADE PIONEER wants good advertisers for 1899. Circulation 1,800 among the best class of people in Iowa, in a county of 70,000. Address **PIONEER**, Cascade, Iowa.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. F. HOWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

JONES, 101 World Bldg., N. Y.

THE "Ad"er's Primer, 5c. Box 391, Des Moines.

SANGSTER, 23 Park Row, N. Y. Ads written and displayed.

IF it's "advertising," see **HOLBROOK**, 24-26 Murray St., N. Y.

PATENT medicine pullers. **ARTHUR E. SWETT**, 23 Hamilton Ave., Chicago.

SEND \$2 and your manuscript for 8-page book. I will improve it. I write terse, strong English. **J. W. SCHWARTZ**, 905 Temple Court, N. Y. References, **PRINTERS' INK**.

GILLAM & SHAUGHNESSY, Advertisers, 603 & 624 Temple Court, New York. Write.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

IN McClure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and half page magazine ads for the R. & W. Jenkinson Co. ("Pittsburg Stogies"). **CHARLES AUSTIN BATES**, Vanderbilt Bld., N. Y.

MERCHANTS and others who want their advertising matter prepared in professional style and calculated to pull results, write to me. Intelligent and prompt service guaranteed. Sample ad, any size, 50c. Send description of goods and prices. **ARTHUR E. SWETT**, 23 Hamilton Ave., Chicago.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
X The Comfort ad on the second page of X
X **PRINTERS' INK** was designed by me and X
X drawn in my office. X
X **WOLSTAN DIXEY**. X
X Writing, Illustrating, Ideas, Plans and X
X Advice for Advertisers. X
X 150 Nassau St., New York. X
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. **W. M. JOHNSTON**, Manager **Printers' Ink Press**, 10 Spruce St., N. Y. City.

WE MAKE TYPE that attracts ads and sets the fashions in typography. Our selection exceeds in extent the combined product of all other type foundries here and in Europe. Our designs are so superior that all the world is our market. Name a success in type and almost invariably we are the originators. Consult the managers of our branches in Boston, N. Y., Phila., Balto., Buffalo, Pittsburg, Cleveland, Cinn., Chicago, St. Louis, Minn., Kansas City, Denver, Frisco, Portland (Ore.), Los Angeles, Spokane, Dallas, Atlanta. Agencies in Toronto, London, Madras, Melbourne, Sydney, Adelaide. **AMERICAN TYPE FOUNDERS' CO.**

THIS is my first ad in **PRINTERS' INK**. Twice before have I been in business for myself as advertising specialist. Three years ago I had an office in the Home Life Insurance Building, where, without advertising in any paper, I secured quite a city clientele. That office I closed to take charge of the advertising of Bloomingdale Bros. Something more than a year later I was in the general field, with an office in the Lexington Building. But for a few months only, as Bloomingdale Bros. again made it an object for me to give entire attention to their advertising. The general field to-day is better than ever. Now I am in it to stay. Previous to my coming to New York I had advertising experience. For two years I managed the advertising for that world-famed house, Jordan, Marsh & Co., Boston. In Omaha and Denver have I also planned and prepared advertising for big houses.

Competition to-day is keener, advertising is better and the demand for brains is greater. My services can be had at a fair price by a limited number of advertisers.


J. ANGUS McDONALD, New York.
World Building,

OO
OO

OO I GLADLY send samples of my work **OO**
OO and booklets that explain my meth- **OO**
OO ods, etc., to business men who ask for **OO**
OO them. **CHAS. F. JONES**. **OO**

OO Writer and Illustrator of Advertising. **OO**
OO Practical Advice on Business Subjects. **OO**
OO Suite 101, World Building, **OO**
OO New York, U. S. A. **OO**

OO
OO



***When you
come to
think over it,***

you can easily
understand why
so many
prominent
advertisers

GEO. KISSAM & CO.,



Place Cards in the Street Cars

controlled by us.
They get proper
display, proper
cars and proper
treatment—con-
sequently they
stick to us.

We can take similar care of you.

253 BROADWAY, N. Y.

Lightning Journeys Thro'

300 Towns Before Breakfr 5

IS THE
RECORD
FROM

KANSAS

It is the Western Gateway, and here centers the great Santa Fe system, the Missouri Pacific, the unrivaled 'Frisco, the Chicago and Alton, Chicago, Western and the Rock Island—making this point the biggest distributing more than fulfilled the bounteous promise of last spring—the largest stop

"THE T

Will Help You Reach the

The vast importance to the advertiser of quick distribution of news. Associated Press report, THE TIMES receives through its special service is not equaled by any other Western newspaper, and by means of trains, THE TIMES is distributed in 800 towns the same day it is published to the big middle class—always the largest purchasers of advertised goods. circulation gives best evidence of this. If you want results you must in-

Tribune Building,
New York.

The S. C. Beckwith

ro' the Great West, Southwest
and Northwest.

akfs 500 Towns Before Dinner

AS CITY

MADE EVERY
DAY
IN THE YEAR.

system, the magnificent Union Pacific, the splendid Burlington, the gigantic Chicago, Milwaukee & St. Paul, Missouri, Kansas & Texas, Chicago & Great distributing point west of the Mississippi. Another harvest has passed, and has largest crop of grain and cotton ever gathered in this part of the United States.

TIMES"

ach these Prosperous People.

ution of news can not be too greatly emphasized. In addition to the regular special correspondents a great amount of exclusive news matter. Its news means of the fast morning trains and the railroad connections made by these y it is published. Its clientele comprises a most desirable class of people—ed goes. It is the popular paper in this section. A constantly increasing u must include THE KANSAS CITY TIMES.

kwth Special Agency,

Rookery Building,
Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, 1901 the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, DEC. 21, 1898.

Ideas is the name of an interesting publication emanating from New Haven in the Nutmeg State. From this unique journal *PRINTERS' INK* recently copied a long article and credited it to Boston—a natural mistake when one takes into account the excellence of the matter and the fact that Boston is the center of the universe. *Ideas* is too big for New Haven. The statement does not sound grammatical, but it is true.

MR. MUNSEY ought to receive the cognizance of all newspapers which are anxious to present the facts of their circulation in any manner most acceptable to advertisers. It is true the papers in a position to take this stand are few. The overwhelming majority do not want the facts of their circulation made known.—*The National Advertiser*, Dec. 7, 1898.

And up to this time Munsey's periodicals have been counted with the majority. What his editions were nobody has known.

It is the general impression that Mr. Munsey would cut his head off sooner than let the actual issue of his magazine be known; but Mr. Munsey has lately expressed a determination to reform and now sets up the following propositions:

It is well for every one to keep honesty and fairness in mind; at least, when discussing matters in print.

There is never anything to be gained, any satisfaction of any kind whatsoever to be had from arguing with a man who will lend himself to unfairness.

It strikes me that the wisest and best rule to follow on the part of every one is to aim to get at the truth and to be just.

THE most successful advertiser is not the one who has the most original ideas, but rather the one who pushes most persistently the ideas he has.

BEFORE he goes against his agent's advice the advertiser will insist on knowing more about Munsey's circulation than Mr. Munsey has yet been willing to tell.—*The Advertising Man*.

THE December issue of *Success*, New York, contains an excellent interview with Marshall Field of Chicago on business success. Among other things Mr. Field said:

I made it a point that all goods should be exactly what they were represented to be. It was a rule of the house that an exact scrutiny of the quality of all goods purchased should be maintained, and that nothing should induce the house to place upon the market any line of goods at a shade of variation from their real value. Every article sold must be regarded as warranted and every purchaser must be enabled to feel secure.

SPEAKING of its circulation, the *New York World*, in a recent circular, says:

So much for its merits—as to circulation: The sun never sets on the *Sunday World's* readers!

And this is about the most definite statement of the *World's* circulation that *PRINTERS' INK* has recently seen. In the same circular the *World* reaffirms:

Advertising books open to all. But if anybody goes there to look at those books he gets fired.

THE argument at the monthly meeting of the Sphinx Club in New York, December 14th, on the question of an advertiser's right to know the circulation of the paper, resulted in the evident conclusion that he has not the right, but he is a fool if he does not. On the part of the publisher it was made apparent that when he has a circulation of which he is proud he always tells what it is, but when it is less or less than half what people suppose it to be there is no sense in undeceiving a confiding public.

MR. FRANK A. MUNSEY spoke for an hour or two at the Sphinx Club about the circulation of *Munsey's* and other magazines, and Mr. Charles D. Lanier of the *Review of Reviews*, with the aid and encouragement of Mr. A. R. Elliott, an advertising agent, answers Mr. Munsey rather smartly. Finally F. A. M. gets back at C. D. L. with a mammoth four-page sheet. It is a curious fact that from first to last

neither one conveys information that is much to the point about the actual average issues or sale of either *Munsey's Magazine* or the *Review of Reviews*. PRINTERS' INK knows of no one who is very well informed about either. It has been said that talking is a useful method of concealing one's thoughts. Certainly these two magazine men have shown themselves able to talk at much length about circulations without conveying any information upon the subject so far as it relates to the actual average output of the two periodicals in which they are most interested.

DOUBLEDAY & McCLURE Co., the New York publishers, attempting to make it easy for booksellers to order their publications, insert in the *Publishers' Weekly* of December 3d a card-board circular or double-page advertisement, one portion of which corresponds in size and appearance with an ordinary postal card. This is intended to be cut out and used as a private mailing card. It contains a list of books, and a dealer need only indicate the number of copies of each book he desires. To further facilitate matters the improvised postal card is already stamped and addressed. The idea is novel. See *Publishers' Weekly* for December 3, 1898.

MR. CHARLES F. WINGATE, of New York City, thinks that there are possibilities in present day advertising that have not yet been developed. The latest effort of Mr. Wingate's versatility has been to purchase one day each week a column and three quarters in the *Evening Post*, the *Mail and Express* and the *Evening Sun*, and insert therein a column called "Men, Women and Things, by Chas. F. Wingate," consisting of short, pithy comments on events of the day, interspersed between dainty little puffs of various articles. The price for representation is flexible, but is stated to be less than the usual rate of each paper for reading notices. As a literary curiosity the columns are well worth an examination. Whether those who succumb to their attractions get any benefit from them commensurate with the expense involved is another question. "What Shall Our Boys Do for a Living?" is the title of Mr. Wingate's recent book. Perhaps these columns are solving the question for him.

LAST September a number of merchants of Cleveland, Ohio, perfected an organization (so it is said), the purpose of which was to investigate the circulation of Cleveland newspapers. The city was canvassed except that portion known to be distinctively foreign. The merchants are said to have stood the expense, although it is insinuated that the *Plainedealer* reimbursed some of them. The results were embodied in a pamphlet entitled, "A Newspaper Census of Cleveland." And now the *Cleveland Recorder* has brought an action against the members of the executive committee of the alleged merchants' organization for \$100,000 damages, alleging the figures given to be a defamatory libel.

SAM. W. HOKE, the billposter of 251 Fifth Avenue, New York, advertises in the Christmas edition of the *Bill-board* (Cincinnati) a proposition for those who wish to cover the principal cities of the country with posters. For \$12,100 Mr. Hoke will lithograph in four colors from a design approved by the advertiser, 4,000 24-sheet posters, 9½ feet high and 20 feet long, on 70-pound lithographic paper, and will post 3,150 of them as per schedule below, listing, protecting and renewing them for 30 days:

4,000,000, Greater New York	500	posters
2,000,000, Greater Chicago	400	"
1,300,000, Philadelphia	300	"
750,000, Greater Boston	200	"
400,000, Pittsburg-Allegheny	100	"
600,000, Baltimore	100	"
400,000, Buffalo	100	"
400,000, Cincinnati	100	"
400,000, Cleveland	100	"
185,000, Indianapolis	50	"
65,000, Dallas	25	"
300,000, New Orleans	75	"
90,000, Richmond	25	"
150,000, Providence	75	"
650,000, St. Louis	125	"
400,000, Minneapolis-St. Paul	100	"
300,000, Washington	100	"
350,000, San Francisco	100	"
100,000, Nashville	25	"
105,000, Memphis	30	"
50,000, Chattanooga	25	"
240,000, Louisville	50	"
275,000, Milwaukee	75	"
75,000, Los Angeles	25	"
175,000, Kansas City	50	"
165,000, Denver	50	"
300,000, Detroit	75	"
90,000, Grand Rapids	25	"
65,000, Portland, Ore	25	"
40,000, Portland, Me	20	"
65,000, Savannah	25	"
75,000, Atlanta	25	"
65,000, Salt Lake City	25	"

3,150 posters

THE December 8th number of *Success* (New York) contains interesting interviews with Robert Bonner and Marshall Field.

In the Toy Store.

"IT'S AS GOOD AS A CIRCUS."

Thus spoke one little lad whose mother had brought him here to see the sights. Bring your little ones, Mrs. Reader. A world of amusement awaits them.

There are monkeys that turn somersaults equal to anything you will find at the Zoo; steamboats that puff and blow on a miniature lake just as though they were meant for real work, donkeys large and small that bray *au naturel*; camels with movable heads bow a welcome to visitors large and small, and the chattering monkeys that are perched upon their backs are surprisingly like the real thing.

There are miniature pool tables upon which Young America can learn to shoot, and soldier suits with breast plates of metal, and chevrons equal to those worn by any officers.

There are dishes galoré, some fine enough to delight the most particular of youthful housekeepers, others more suitable for plainer households.

Complete sets of furniture are here, attractive and elegant, large enough for a 10-year-old maiden. Blocks which resemble bricks so closely that one would think a real bricklayer had built the miniature home. Writing desks for tiny toddlers, each with a chair to match. False faces with open mouths, frightful indeed to behold. Musical tops of variegated colors, that, chameleon-like change color at a touch, are side by side with the wonderful trains of cars that pass up hill and down dale, through tunnels and over bridges—"going" by steam or electricity.

There are clowns in fantastic suits riding on ladders alongside of wonderful dolls that blow real soap bubbles. There are stoves upon which an entire dinner may be prepared for Miss Dolly, and coaches with downy robes in which she may ride in comfort and splendor.

Certainly "as good as a circus" for the little folks. It would be a pity to make them miss it.

ADVERTISING ROUND THE WORLD.

II—INDIA AND CEYLON.

India—the empire where a handful of sickly administrative officials and a small English army rule an area of 1,800,000 square miles and rule over (more or less) a population of about 300,000,000—should be a market worth cultivating. The tariff is light and uncomplicated, being chiefly calculated *ad valorem*. Clothing (except cotton hosiery and shoes) pays 5 per cent; food stuffs, except grain, the same; the exceptions in both classes going free. Drugs 5 per cent; hardware and tobacco are free. The English population is wealthy, cultured and luxurious; the natives are either servants, who handle scarcely any money; clerks fairly well paid, who are educated in English and read the English papers; or natives of independent means, who are often immensely rich and good buyers. The most important newspapers are the *Pioneer*, published in Allahabad, the *Statesman*, Calcutta, the *Madras Mail*, and the *Times of India* and *Gazette* of Bombay.

Ceylon, where the spicy breezes come from that the hymn tells of, is, of course, the island at the toe-tip of India. Its chief product is Sir Thomas Lipton's teas, judging by the appearance of the streets in Colombo, the chief town. Lipton's advertisements, Lipton's bullock carts, are everywhere. Coffee used to be the chief export, and Lipton grows it there still. The population consists of three millions and a quarter of common people; and Lipton: but Lipton stops away, and populates it only by proxy.

The first thing you see when you reach Ceylon is a crowd of catamarans and sampans—canoes with outriggers—desirous of conveying you ashore; also sharks, whose interested expression does not make the unstable looking native craft very inviting. However, there is a steam launch, and as this approaches the landing stage it brings to your notice the famous public warning to “beware of sunstroke and carry an umbrella; recollect the fate of —” (some one whose name I forget). This notice was erected and is maintained at some one's benevo-

lent expense. I have never been able to make out why no umbrella maker has had the enterprise to rent all the space underneath for a suggestion that it be his umbrella you buy. Umbrellas are an important item of Ceylon trade; they have here (as in India) a special line on the tariff, all to themselves. But whereas India only taxes them five per cent, Ceylon claps on six and a half, *ad valorem*. Most things are five per cent in India and six and a half per cent in Ceylon; the most interesting examples will be boots and shoes, drugs and patent medicines, jewelry, musical instruments, clothing of most kinds, including woollens, silks, ribbons, hardware and tools, and food stuffs, all charged at this strange rate. Advertising matter and pamphlets enter free, both here and in India.

The most important papers in Ceylon are the *Observer*, the *Times of Ceylon*, and the *Examiner*; they are well printed for foreign papers, and not so stiff in their rates as the Indian journals, because, unlike the best of the latter, they do not employ special agents in London. Thus one can advertise cheaply in Ceylon and get fairly good results from it. There is a very good native paper called the *Sarasavi Sandaresa*, published (like the others which I have named) in Colombo; it is in the Singhalese vernacular. Rates are low and negotiable.

If any one cares for the idea of working India and Ceylon, the best plan is to send a trusted representative thither to make contracts with newspapers on the spot, and establish relations with some English commission house in each of the three divisions (called Presidencies) into which India is divided, and in Colombo, the capital of Ceylon. There is no occasion whatever to have an office of one's own in India; the commission houses are well accustomed to handle foreign business, and if selected with a proper circumspection will be found energetic and trustworthy. While the natives of India are a subordinate race, and not, on the average, very well fixed for money, there are so many of them that their trade is certainly worth having. Some American houses have a large trade there already. The market is not overcrowded, and business facilities abound. T. B. RUSSELL.

IN NORTH CAROLINA.

In North Carolina two daily papers only get credit for issues of 1,000 copies or more. They are:

Charlotte News.

Raleigh News-Observer.

The *News-Observer* is published every morning except on Monday, and has an edition called the *Times*, published every evening except on Sunday. The morning paper is without doubt the best daily in the State and entitled to a circulation of about 4,600 copies. The *Charlotte Evening News* is the second best daily, and can be pretty safely credited with an issue of about 2,000 copies. There are twenty-five other dailies in the State, not one of which probably issues as many as 800 copies, and the average may be less than 500 for each.

IN SOUTH CAROLINA.

In South Carolina four daily papers get credit for issues of 1,000 copies or more. They are:

Charleston Evening Post.

Charleston News and Courier.

Columbia Register.

Columbia State.

Not one of these dailies, however, gets credit for so many as 4,000 copies. The *Charleston News and Courier*, morning, established in 1803, has a probable issue of 3,000 or more copies, and may be safely indicated as the best paper in the State. The *Evening Post*, the only other daily in Charleston, gets credit for an average of somewhat more than 1,000 copies. In Columbia the *Register*, evening, has a probable issue of about 2,000, and the *State*, morning, a little over 2,250.

THE SUGAR BOWL.

The possible claimants for the PRINTERS' INK Sugar Bowl now appear to be narrowed down to the list catalogued below:

San Francisco: *Bulletin*, *Call* or *Examiner*.

Los Angeles: *Times*.

St. Paul: *Dispatch*.

Minneapolis: *Journal*, *Times* or *Tribune*.

Kansas City: *Star*.

St. Louis: *Globe-Democrat* or *Republic*.

Mr. F. K. Misch, the Eastern agent of the San Francisco *Bulletin*, on being questioned, appears to be of the opinion that, as compared with the *Examiner*, the *Bulletin* can hardly be expected to receive the award. The sugar bowl is to be given to the one paper published west of Chicago that gives an advertiser best service in proportion to the price charged.

GROWTH OF THE MAIL-ORDER IDEA.

During the past year or so a large number of different kinds of products have been added to the list of products offered for sale direct by mail. The mail-order idea seems to be growing very rapidly, and we wonder what the outcome will be, and whether this method of selling goods will reach such a wide extent of application that it will very seriously affect the wholesale and retail methods which have been in existence so long and successfully. In some of the recent magazines we notice the following kinds of goods offered for sale to be delivered to various parts of the country upon receipt of direct orders by mail:

General dry goods—Now being advertised by John Wanamaker, Philadelphia and New York; Strawbridge and Clothier, Philadelphia; Carson, Pirie, Scott & Co., Chicago, etc.

Furniture—John M. Smythe & Co., William Wrigley & Co., Quaker Valley Mfg. Co., Chicago; Reed Furniture Co., Indianapolis.

Cloaks—National Cloak Co., New York City; C. A. Stevens & Bros., Chicago Wearing Apparel Co., Beifeld, Chicago, etc.

Furs—John T. Shayne & Co., L. S. Berry, Chicago, etc.

Wall paper—Alfred Peats & Co., Chicago; Kayser & Allman, Philadelphia, etc.

Millinery—Stewart & Co., *Millinery World*, Chicago, etc.

Carpets—Russell Carpet Co., Chicago, etc. Varnish—Glidden Varnish Co., Cleveland, O., etc.

Mattresses—Ostermoor & Co., New York.

Desks—The Fred Macy Co., Grand Rapids.

Men's hats—Hawes Hat Co., New York.

Clothing for men—Kramer & Co., Louis Vohon Co., Chicago, etc.

Ladies' Clothing—Ladies' Supply Co., Chicago, etc.

Shirts—Frank Gofton, Cincinnati, O.; Cutter & Crossette, Chicago, etc.

Shoes—Several firms are offering to send shoes by mail, and others only where they can not be obtained from their dealer or from a branch store.

Whiskies—Hayner Distillery Co., Dayton, O., etc.

Architectural plans—D. S. Hopkins, Clarence R. Hills, Grand Rapids, Mich., etc.

Instruction—Sprague Detroit Correspondence Schools, Detroit; International Correspondence Schools, Scranton, Pa.; National Correspondence Institute, Washington, D. C.

This is only a partial list of the kinds of commodities sold by mail, and of the various firms doing business in this way. This evidence goes to show that the mail-order method of doing business is not by any means limited to catch-penny affairs.—*Advertising Experience*.

"THAT new advertisement writer is no good." "Why?" "Here's an advertisement which he wrote of our famous Natural Mineral Spring Water, and at the bottom it says: 'Address the manufacturers.'"—*Puck*.

THE USE OF EDUCATIONAL JOURNALS.

A Boston correspondent of the Little Schoolmaster writes thus on the use of educational journals:

Why is it we see so little in regard to educational magazines in the respective publications published in the interest of advertisers? Here is a class of journals that, as advertising mediums, will stand shoulder to shoulder with religious publications. A glance through some of the leading educational journals will reveal the fact that there are comparatively few general advertisers of articles for woman's consumption availing themselves of the opportunity to reach an intelligent and necessarily refined class of people, whose salaries are regular in hard times or good times. It does seem that this class of advertisers especially must certainly be working in the dark as far as educational magazines are concerned.

Fully nine-tenths of the teachers in the United States are women, and as the nature of their profession demands that they shall be educated and intelligent, why is this not a good constituency to which to appeal? And further, why not appeal to them through their favorite "trade journal," so to speak? The superintendents of schools, and other persons in charge of hiring teachers, as one of their requirements, demand that the teacher shall take some educational paper.

The population of the United States is about 70,000,000; the public school teachers number 400,000; their annual salary approximates \$150,000,000. The combined salaries of the subscribers of one of the leading educational journals will aggregate at least two million dollars per month. The teacher's profession is a field which advertisers seeking the trade of women would do well to cultivate. One fact which should not be lost sight of: that practically every teacher takes her paper home and allows it to lie on the center table, etc., where she can peruse it at her leisure. Advertisements in educational journals are never lost, for not only is the paper read throughout the month, but in many cases it is put in substantial binding at the end of the year, and thus realizes for the advertiser a permanent advertisement. These files are always being referred to for poems and recitations, etc., for exhibition days, etc., which teachers are required to observe.

Among the leading educational journals are the *Popular Educator* and *Primary Education* of Boston, with a combined circulation of over one hundred and ten thousand copies each month; the *Normal Instructor*, of Danville, N. Y., with a circulation of 75,000. Another is the *Teacher's World*, of New York City, with a circulation of 50,000. The *American Teacher* and *Journal of Education*, of Boston, and *Teachers' Institute*, *Primary School* and *New York School Journal*, of New York, complete the list of those that are classed as leading educational journals that can lay claim to a circulation that is national, and there is not one but what can boast of a "foreign list," with subscribers in England, China, Japan, France, Germany, etc. The percentage is necessarily small, probably not more than one per cent of their list, but it serves as a criterion of the extent of territory covered. Nearly every State has its local paper, but these in no way affect the circulation of the representative educational journals, as nearly every teacher takes at least one of the above mentioned journals in addition to her local paper.

Ivory Soap, Hood's Sarsaparilla, Horsford Acid Phosphate, and Pyle's Pearline are prominent general advertisers that are using space in

educational journals as extensively as they do in other publications. All of the above journals carry the colored insert of the Ivory Soap at least four times a year, and a regular advertisement of two to six inches in double column. They started in these mediums nearly two years ago, and still continue to use space in them. The others mentioned have been in educational journals for years. Is there not an object lesson in this for other prominent advertisers?

SEEMS EASY.

BUT IS REALLY VERY DIFFICULT.

W.A.GILL & Co. COLUMBUS, OHIO, U.S.A.

PLAIN, LACQUERED. **BOXES** AND DECORATED **DUALS**

MAKE THE BEST SEAMLESS TIN

• IN THE • MARKET •

NORTON & TUNSTALL
MEMBERS NEW YORK STOCK EXCHANGE
83 Wall Street, New York.
STOCKS AND COTTON.
Investment Bonds and Securities.
MEMBERS OF THE NEW YORK COTTON EXCHANGE. CORRESPONDENCE INVITED.
Apply for Market Letter.

To run a line of letters through another line, as shown above, is often attempted as a method of securing a distinctive trade-mark. For instance, John Smith could run the word "blacksmith" across his name in the manner of Norton & Tunstall in the foregoing advertisements, and thus secure a name plate that might seem rather effective. Other uses for the idea readily suggest themselves, but it is still doubtful if any one attempting this plan for economizing space has ever really succeeded in arriving at a result that is entirely satisfactory.

PARIS ADS.

The worst feature is the horrible black border, so frequently employed on the continent of Europe, which is apt to give the unsophisticated tourist the idea that the store is in deep mourning. Strange that they have not learned over there that white space is a better divider than black ink. Also figure to yourself, as they say in Paris, that the big capitals used in the headings are from half an inch to an inch and a quarter deep, that the ink is gray and blurry, that the paper is bluish and rough, and that a number of small ads, from the tiniest two-line single-column card up, are on the same page with the four or five-column display, and you will have some idea of the real appearance of the ads.—*Dry Goods Economist*.

A \$20,000 PRIZE.

WHY WE WOULD LIKE TO WIN.

PRINTERS' INK case, as outlined in the *Times*, November 12th, is unique. Messrs. Geo. P. Rowell & Co., the publishers of PRINTERS' INK, have long since given up any active expectation of again securing their money, believing it would be easier for them to earn a similar sum than to collect this just debt. They are unwilling, however, to allow the Government to deprive them of it unjustly, and propose to distribute it among the newspaper men of the United States should they succeed in causing the passage of a bill that will reimburse them. Their plan is elaborate and thorough, and the standing of PRINTERS' INK publishers is such that any offer they make is as good as gold.

The \$25,000 is to be divided into cash prizes among the 33 newspaper men who shall render most valuable service in procuring the adjustment. The first prize is \$20,000, and that is the one we want. But we are not wholly selfish in this. The terms of the offer provide that the \$20,000 shall be used to establish or endow a public library in the winner's own town, or any town agreed upon by himself and the member of Congress who was of the most help to him.

The *Times* has been a winner of cash prizes in a number of instances where competition was open to the whole country, and may be equally successful in this. The forwarding of numerous petitions to Congress through our Congressman Dingley is a part of our plan, and in this we desire the prompt and hearty co-operation of our friends, the readers of the *Times*. Our offer is a liberal compensation for the effort, aside from the natural interest you may have in helping the *Times* to win a \$20,000 public library.

PUBLISHERS "TIMES."

RUMFORD FALLS, Maine, Dec. 10, 1898.

TRUE.

If advertising agents are on the right track, if their present position is tenable, how can agitation of the question of commissions harm them? If not, the sooner they get on the right track the better. We do not expect the present agitation of this question will overturn the world, or even the agency system by any means, but it will have a wholesome effect in cleansing the bad parts of the present system to some extent and rid the better class of agents of some unfair kinds of competition. — *Advertising Experience, Chicago, Ill.*

FOLLOWING UP INQUIRERS.

The Whitely Exerciser Company, of Chicago, advertises to send "Anderson's Physical Education" for ten cents, and when sending it solicits an order for the Whitely Exerciser. If nothing further is heard from the inquirer in about a month, the following letter is mailed:

DEAR SIR—Some little time ago you favored us with an order for Dr. Anderson's "Physical Education." We have been confidently expecting you would want just such an exerciser as he describes. Nearly every one does who reads his clear and convincing book. You are the exception. We wonder why? Would you mind telling us?

It can not be the cost of the Exerciser. Many people spend thousands of dollars in search of health, and don't get it. We give it away free to every purchaser of a Whitely Exerciser.

It can not be that you are not interested in physical culture. Everybody wants to be strong. For strength means good digestion, good sleep, good blood, ease and grace of movement, manly vigor. It takes away "that tired feeling." It fits brain and body for business.

It can not be the fault of the apparatus. Anderson shows how and why to use it. Physicians, athletes and everybody indorse it. It is a whole gymnasium in such compact shape that the smallest room gives ample space for its use. No special costume or preparation required. Use it at odd moments at home or office.

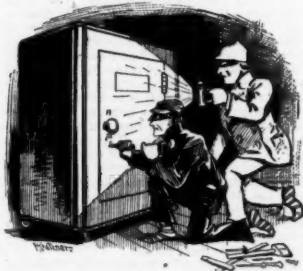
We should be glad to know your objection to the Whitely. We should value your criticism. Perhaps we can meet it. A postal card that costs you a few pen strokes may make us think a week. But in the end we will hit on the means to bring the Exerciser within your reach.

We have the thing you want and the thing you need. The difficulty is to prove it. Give us the chance. That's what we are here for. The result will be our reward, for you will then use it and recommend it to your friends.

We inclose a little book on the subject. If health, strength and consequent happiness are worth your having, give it five minutes' study. Then let us hear from you. Very truly yours,

WHITELY EXERCISER COMPANY,
A. D. Dana, Treas.

No advertising, no matter how brightly or interestingly it is written, can succeed that has to depend upon misstatement for its foundation. Exaggeration is an unpardonable fault, because the reader is worked up to a pitch of expectation concerning the store that is impossible of realization. — *Dry Goods Economist.*



"THEY WORK WHILE YOU SLEEP."

SECOND-CLASS POSTAGE.

Publishers will be interested in the statement of Representative Loud of California, Chairman of the House Committee on Post-Offices and Post-Roads, that he intends to take up again this winter, if he can, his bill to restrict the amount of second-class mail matter. The bill was vigorously opposed last winter by some publishers, particularly those from Maine, and by a pretty safe majority the House voted to lay it on the table. Since that vote was taken Mr. Loud has made a visit to Maine. He was at Augusta last summer and met there several representatives of the large publishing firms. He states that he has arrived at an agreement with them about a rate for second-class matter, which he claims satisfactory to all parties, and yet in accord with the purposes of his bill as presented to the last session of Congress. Exactly what this rate is Mr. Loud does not care to state for publication, but he thinks the agreement is so satisfactory that opposition to the bill will melt away in the House and that its passage by the Senate may be possible at the approaching session. Both the Maine senators were as firm as a rock against the bill last session, and its passage by the Senate, even if the House had given a favorable vote, was very improbable.—*The Fourth Estate.*

When the Post-Office Department is authorized to carry printed matter in flexible covers at a uniform rate per pound, and to make the price as high or as low as is proper, the second-class muddle will be settled, and what seems a Government Censorship of the Press will be ended.

DEAN'S DYSPESIA PILLS.

Not long ago the maker of a certain well-known patent medicine, desiring to bring his goods to the attention of the sportsmen of the country, purchased a celebrated trotter, named it after his medicine "Dean's Dyspepsia Pills," and entered it at the Albany races. Its name therefore appeared on all of the programmes, as well as in the sporting columns of all the newspapers, and when "Dean's Dyspepsia Pills" won several premiums, the triumph of this device for attracting attention was complete.—*Perth Amboy (N.J.) Republican.*



The *Ladies' World* has promptly adopted PRINTERS' INK's idea of using a reading glass for deciphering small type. It works wonderfully well. Imitation is the severest form of flattery.

THE MAIL-ORDER CENTER.

One of the largest mail-order advertisers in the East says that seven-tenths of his entire trade comes from a territory west of the Ohio River, and a large share of this comes from the States of Indiana, Michigan, Illinois, Wisconsin, Iowa and Missouri. At first glance one might think that this trade came principally from the country districts and small towns, and that this was because these Western people have not had the facilities that dwellers in Eastern towns and country places enjoy. While a large part of this trade does come from these districts, still a large portion comes from the large cities of the West. For instance, it was a frequent occurrence with this advertiser to sell goods to people in Chicago, while they could buy the same goods of the same quality on State street for less money. There seems to be a desire on the part of the people to buy things outside of their own city. Especially is this true of woman's clothing, cloaks, hats, etc. A certain large millinery house in St. Louis, which advertised at one time for mail-order trade, had quite a number of customers in Brooklyn, N. Y., people who could get much better goods in the New York stores. It is said that Mrs. Henry Ward Beecher bought all of her cloaks at Chas. Stevens & Bros., of Chicago. This firm has a large number of Eastern customers, perhaps none so noted as the late Mrs. Beecher, but enough to show that Western cities can command Eastern trade. On the other hand, the National Cloak Co., of New York, counts among its customers a large number of Chicago people, who could buy the same—if not better—cloaks at as good prices from our Chicago merchants.

These little instances tend to show how changeable are the tastes of the people, but as a rule great distances tend to check the expansion of mail-order trade. There is no doubt that the bulk of the mail-order trade of the country lies in the territory indicated by the Eastern advertiser referred to. It seems natural, therefore, that Western mail-order concerns, those in Chicago, St. Louis, Kansas City, Omaha, Cincinnati, Cleveland, Detroit and other large Western cities, will eventually get the larger part of this trade.—*Advertising Experience, Chicago, Ill.*

PREFERRED TO WALK.

A nervous little man, with gray chin whiskers, boarded a Third avenue car at Seldin avenue yesterday, and took the only seat in the car. He had been seated only a moment when he got up and addressed a man on the opposite side of the car.

"Will you kindly change seats with me," he said. "I can't sit down in a street car any more but what that advertisement, 'Give Oats a Rest,' stares me in the face."

The passenger spoken to smilingly consented, and the nervous little man took the seat he had vacated. Unconsciously his eyes were lifted to the advertising placards and a pained expression passed over his countenance.

"Stop the car, conductor," he shouted. "I'll walk down town. 'The full moon owes her beaming face to the magic words these planets trace.' I suppose these words will ring in my ears all day. I don't see why they can't keep these blamed advertisements out of cars. Nobody reads 'em."—*Detroit Journal.*

A MARKED CHANGE.

Assistant—Here is a testimonial which might be worth publishing.

Patent Medicine Man—What is it?

Assistant (reads)—Before taking your valuable specific I was afflicted with weak lungs, but to-day I am a populist orator.—*Truth.*

MAIL ORDER SUGGESTIONS.

During the last three months I have helped systematize fourteen mail-order departments. Of this number eleven had been in business from one to twenty-five years, and in each I found that the advertisements put out were carefully keyed, but that the records of results obtained from each ad and each medium were carelessly kept.

You had better not go to the expense of keying and recording unless you are going to do it right. Carelessly kept records of returns result in false reports, and these often cause money to be wasted in mediums of no earthly good as business bringers.

I asked one mail-order proprietor what he had received from a certain monthly. He replied 3,280 first replies. How much business, I asked. He could not tell me, as his record stopped with the number of first replies. To show what lack of system is likely to cost an advertiser, I will state that the C. S. Beekman Company, of 181 Mount Elliott avenue, Detroit, Mich., manufacturing chemists and perfumers, spent \$98 net in a Springfield, Ohio, home monthly claiming over 300,000 circulation, and in a New York paper claiming a million "missing word" circulation. The space occupied was twenty-five lines, double-column, in preferred positions. The ad was displayed so it could be easily seen. It offered to send eighty cents' worth of ladies' sachets, post-paid, to any address, for sixty cents. The carefully kept records of the C. S. Beekman Company showed the gross sales from the Springfield monthly to be \$2.60, and from the New York publication twenty cents, or a total of \$2.80. Thus they were out \$95.20 in cold cash, besides all of the work of getting the ad ready, following up replies, recording, etc. If this company had been using a dozen publications—some good—and no records had been kept further than the first replies, they might have gone on month after month throwing away ninety odd dollars where it would not pull for them. As it was, they got enough and quit after the first trial. Of course, the returns would have been some better the second month, but an offer like Beekman's, so well displayed in two monthlies claiming such circulations, should have pulled stronger than it did.

On the line of keeping records, I

offer some suggestions that I hope will prove profitable to those who have not already perfected mail-order systems:

The number of inquiries made daily as a result from your ad in each publication ought to be traced by false "street No.," "box No.," or "department No.," and entered daily, giving full credit to each publication.

The volume of each business that comes as a result of properly following up these inquiries for catalogues, etc., the number of orders and their amount ought to be entered daily, each publication getting proper credit for the business it pulls.

If you do this, you will find that some mediums that bring 1,000 first replies will not bring a dozen orders, and again, you may only get 100 first replies from another medium, and these may result in 75 orders before the year is out. This great difference in trade-bringing power comes from the quality of circulation and the confidence the people have in offers made in certain publications.

Where circular matter and catalogues are sent out season after season, you must have a way to get rid of all names that have not produced business after the first inquiry. In some businesses this weeding out must be done yearly, in others it can be done but once in five years.

Messrs. Higgins & Seiter, Twenty-second street, New York City, dealers in fine china, glassware and bric-a-brac, find it profitable to hammer away at every address obtained for five years. Schools and colleges can also profitably mail to their list of first inquiries for five years. People usually begin thinking about finding a good school long before the pupils are of age to go there. Big stores, handling all sorts of goods, and novelty dealers usually mail one year, and if no cash has been received from an address it is thrown out.

The proper system in your mail-order business will enable you to mail printed matter to the people who are most likely to become your customers without the expense of sending to the many who would never send you an order. It will also enable you to figure to a fraction of a cent the cost of getting an inquiry from each publication, the per cent of orders from each publication, and the cost per dollar of getting an order. This puts you

in a position to throw off all "dead weight," or mediums that produce only inquiries and no orders. System will also enable you to ascertain the relative value of increased space in the volume of business produced. From years of actual experience I know that after you find the right mediums increased space is relatively more profitable and less costly to the advertiser, up to a whole page, and even more in some cases.

I paid \$200 for forty lines in the *Ladies' Home Journal*, in which I advertised a \$12.50 ladies' tailor-made suit. I used the same space for two months. Then I bought eighty lines for \$400, and sold during the first month \$1,724 worth more suits than I did with the forty-line ad in two months, and this was not because of the age of the ad, for I changed copy every month, offering an entirely different suit, which was a positive key as to whether the small or large space was most profitable.

Many advertisers make the very bad error of using a space too small to attract attention in which to make an offer that if properly displayed would bring paying business. If you are a small space user, experience will teach you that it costs less to sell your goods by the use of a large space. That is, of course, if you put the large ad in the right mediums.

Another mistake is expecting too much at the beginning. I have never known a mail-order concern to pay the whole cost of its advertising and the handling of the business from the profit on goods sold by the ads right at the start or very soon after the business is launched. It takes time. You may spend \$1,000 a month for advertising and the expense of your mail-order business, and the total profit on your sales for that month may not exceed \$800. This would show \$200 on the wrong side. But if you get hold of the right sort of names and customers, by the right kind of advertising, you can make a fortune out of them if you handle them properly.—*Fame.*

THE Post-Office Department has ordered that postmasters who inform business houses that certain matter is undeliverable and will be returned upon receipt of the necessary postage must mention the names of the addressees, so that merchants may know whether it is worth while to send return postage, and if it is not may be able to correct their lists even without doing so. The improvement was made at the suggestion of the Whitehead & Hoag Co., of Newark, N. J.

"GREAT OAKS FROM LITTLE ACORNS GROW."

More than one successful mail-order advertiser of the present day can point to a very small beginning. In many cases his first advertising was done in a small way in one of the leading publications, which brought him good results and caused him to branch out.

The mail-order house of Sears, Roebuck & Co. began by advertising in the lower grade of mail-order papers, and they became quite extensive advertisers in these mediums. They were induced to take a half page in one of the leading magazines as an experiment, and now they perhaps use more space in magazines than any other one firm.

It is said that Fred Macey, who has worked up quite an extensive mail-order trade in furniture, etc., started this business with a quarter page in one of the magazines, and conducted his business in his home while serving in the capacity of advertising manager of the Bissell Carpet Sweeper Co., of Grand Rapids. The magazine ad proved successful, and he increased his space and added other mediums.

The Quad Camera concern risked \$200 in a half page in one of the magazines, and it paid so magnificently they immediately branched out.

The Vive Camera Co. started in a small way in one of the magazines, and through magazine advertising has built one of the largest camera concerns in the country.

If we were to take up the history of the largest and best established advertisers of the country, we would, no doubt, find that many of them started in a small way with very little capital, but that they used good mediums, which brought them returns and enabled them to develop the great businesses they have today out of these small beginnings.—*Advertising Experience, Chicago, Ill.*

AFTER the fire at Rogers, Peet's clothing store, on Broadway, New York, the firm had this announcement painted on a sign and stuck in the ruins:

TOO HOT FOR US HERE!
GONE TO 350 BROADWAY.

ILLUSTRATED "PERSONAL."



A middle-aged gentleman would like to make the acquaintance of a young lady.

NOTES.

THE newest PRINTERS' INK baby is the *Advertising Man*, issued by G. H. E. Hawkins, 122 Broadway, New York City, at \$1 a year.

THE Manufacturers' Advertising Bureau, 126 Liberty street, New York (Benj. R. Western, proprietor), places advertising exclusively in trade journals.

THE grave of Benjamin Franklin, at Fifth and Arch streets, is almost immediately opposite the handsome building of The Curtis Publishing Co., which has lately become the home of *The Saturday Evening Post*, established by Franklin.—*Exchange*.

THE proposed plan of the Latin-American Club and Foreign Trade Association of St. Louis, to organize an excursion of business men to Cuba, Porto Rico and other West Indian islands, is one worthy of commendation.—*Stoves and Hardware Reporter*.

AN ordinance has been passed in Los Angeles, Cal., forbidding distribution and throwing around of samples of drugs and patent medicines, in any public car or other conveyance, any public street or alley, or in any private yard or premises.—*American Druggist*.

THE *Anglo-Dutchman*, "the first English weekly published in Holland," is published weekly at the Hague at a penny a copy, or 6s. 6d. per annum for yearly subscriptions, and aims to be a medium through which the English-speaking people of the Netherlands may be reached.

SHERMAN BROTHERS, tailors, of Canal street, are sending out a spectacular wagon in which are displayed a great variety of cloths. A cutter in the wagon will take your measure, and take any order for a suit or overcoat that is given to him. This is a decidedly novel way of drumming up business.

"SOME Advertising that Advertises" is the name of a handsome booklet, containing specimens of "Calendar Blotter," advertising put forth by the "Electric Printer," W. H. Wright, Jr., 18 Ellicott street, Buffalo, N. Y. It contains twenty-five original designs showing the possibilities of the idea.

A CORRESPONDENT OF PRINTERS' INK writes: Company is the all important thing. A small paper of 10,000 circulation, with little to it worth noticing except its advertising, but an interesting abundance of that, will often bring more returns than a good paper of 100,000 circulation but practically no advertising.

A NEW stanza of Ivory Soap now appearing in the surface and "L" cars reads:

"Though there may be excuse for the spots on the sun,

There is none for a speck on the daughter,
When bathing the baby, how easy 'tis done
With Ivory Soap and warm water."

THE merchant can not afford to send out his goods to parties all over the country and wait a year or more for his pay; and yet he is not required to meet his obligations more promptly than is the newspaper man. Railroads, post-offices, telegraph and express companies require payment in advance for their services. Why should the newspaper man be the only person throughout the whole gamut of business to extend unbusinesslike and unreasonable credit? Is it not time the old system was abandoned?—*New England Editor*.

KUH, NATHAN & FISHER Co., Chicago, wholesale manufacturers of clothing, issue a series of panels on cover paper (simulating felt) that is unique. The size of the card on which the panel is fastened is 15x23½ inches. One panel represents Sampson clad in a well fitting sack suit, accompanied by a lady, and looking intently at a card of cloth samples; the sec-

ond represents Dewey showing a lady a piece of cable; the third shows Miles in evening dress accompanied by a pretty woman who carries an enormous bouquet; the fourth pictures a lady pinning a rose in the buttonhole of Schley, who wears a double-breasted sack suit.

GEO. P. ROWELL & Co., publishers of the American Newspaper Directory, announce that beginning with the issue for March, 1899, they will renew the \$100 guaranty and attach a distinguishing mark to that effect in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, said deposit to be held indefinitely by the Directory publishers, and the guaranty continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed. No guaranty against loss other than the actual cash in hand will be considered by the Directory editor, because he must be his own judge and decide, with hands untied, when the truth of a circulation rating has been successfully assailed.—*Press and P. Inter.*

Farm, Field and Fireside, of Chicago, recently sent out letters to a number of its subscribers to discover which advertised articles were most used. Among soaps Ivory and Lennox, manufactured by the same company, were far ahead of all others; Gold Dust was mentioned by twice as many as Pearlina; six-sevenths of those who used scouring soap used Sapolio; Royal Baking Powder sold almost three times as much as Dr. Price's; Price's, Baker's and Montgomery Ward's Flavoring Extracts followed one another closely; Quaker Oats was five times ahead of Pettijohn's Breakfast Food, its only real competitor; of stove polishes, 73 out of 140 mentioned Rising Sun, 30 Enameline, others scattered; Bixby's, Gilt Edge and Brown's Shoe Polish made equal showing; of 90 replies showing which mail order house was patronized, 30 mentioned Montgomery Ward & Co., 9 H. R. Eagle (groceries), 6 Sears, Roebuck & Co., 6 Siegel, Cooper & Co., others scattered; of organs, the Estey led all others.

IN ENGLAND.

Mr. Townsend, Newport, Mon., is showing an effective advertisement, consisting of a huge representation of an envelope addressed to himself, which is painted on the shutters. The postmark is that of Coventry, and the postage stamp in the top right-hand corner is a really fine imitation of the real thing.—*Publicity*.



"MAN HANDY WITH TOOLS WANTS A POSITION."

A JEREMIAD FROM SAN DIEGO.

SAN DIEGO, Cal., Nov. 30, 1898.

Editor of PRINTERS' INK:

Considering the eagerness with which most of the periodicals, especially the monthlies, are reaching out for mail order advertising, it might be a good idea for their advertising managers to pause in their showering of circulars long enough to inform themselves on the length of time it takes for mail to travel from the Eastern office to its destination. For instance, if it takes four days for a letter to go to a given point, it will certainly take four days more for the order to come back, if the advertiser is very prompt indeed. And if the circular is mailed only four or five days before going to press, it is thrown away as far as that issue is concerned.

I have been running small ads in several Eastern papers during the past two years, and am getting from two to six advertising propositions in every mail. They all emphasize the date on which the last forms close, and I generally receive the circular on that date. An attractive proposition for the January number of a popular magazine was recently received. The letter is dated November 21, and the forms close November 25. The proposition arrived here November 24. I have received similar letters from Philadelphia, New York, and even Maine, dated but two or three days before the paper was to go to press. Of course I am not the only one who has these experiences.

One of the New York magazines has been sending a bundle of handsome, colored folders every month to each newsdealer to help sales. The mistake seems to have been made of waiting until after the magazines were all shipped before sending the folders, for they never arrived here till after the magazines were sold and people were thinking of the next issue.

Of course this is really none of my business, but I venture to offer a friendly suggestion.

JOHN K. REYNOLDS.

ADVERTISE 'EM IN "PRINTERS' INK."

NATIONAL BANK,
FORT DODGE, IOWA, Dec. 7, 1898.

Editor of PRINTERS' INK:

I am a reader of PRINTERS' INK and note that you give some interesting hints to advertisers. I would like to ask you if you could inform me where I could dispose of some mailing lists. I have one of 20,000 names in Northwestern Iowa, collected by a medical institute. Also one of 9,000 names of invalids, also collected by this institute. One giving the names and p.-o. addresses of every resident land owning farmer in this county, put up in book form and containing 1,600 names. Also one containing 2,500 names and addresses of every farmer in this county. Thanking you in advance for your reply, I beg to remain,

JAS. J. FLAHERTY.

IN PROVIDENCE.

PROVIDENCE, R. I., Dec. 12, 1898.

Editor of PRINTERS' INK:

In the window of Mann & Eccles a scene has been prepared which will awaken a good deal of admiration. It represents a cosy drawing-room. A conspicuous object is a Knabe piano. Seated at it is a lady. At the door, just entering, is a visitor. The following conversation, which is stated on an engrossed card for the benefit of spectators, is supposed to be taking place:

The Visitor—How do you do, Ruth? What a beautiful piano!

Ruth—Yes, this is a fine one.

The Visitor—I am glad you decided on purchasing it from Mann & Eccles. It's really the only place to trade.

R. E. T.

OUR CASE IS LEFT IN THE HANDS OF OUR FRIENDS.

RUMFORD FALLS, Me., Dec. 13, 1898.

Publishers PRINTERS' INK:

We were much pleased to see our petition blank reproduced and explained in your issue of December 7. It is directly in line with our plan. After a careful study of the case we concluded that if anything was accomplished in getting a bill enacted to reimburse you, it would come largely from a demand of the public expressed by petitions. We devised this plan with the purpose of making it such a success with our readers as would prove its utility. In the course of a proper length of time we expect to show a basis of results which if carried out in each Congressional district in the United States, would bring in such an overwhelming flood of petitions as would compel consideration of the merits of the bill, and final passage. As you will see by inclosed clippings, we are acknowledging the receipt of petitions. We are constantly hearing of others who are industriously circulating petitions, and even some have clipped the blank petition from PRINTERS' INK and circulate that for names; one New York man asking of us the particulars, and saying he was aiming to get 52 names and a year's subscription to the *Times*.

Please write us if you expect the old bill will be brought up in Congress, or a new one introduced, as we wish to write to certain Congressmen, and would have an understanding of the contemplated action. Respectfully yours,

RUMFORD FALLS PUBLISHING CO.,
E. N. Carver, Manager.

LITTLE YELLOW THUNDERMUGS.

LEAVENWORTH, Kan., Dec. 9, 1898.

Editor of PRINTERS' INK:

A few days ago agents were making a free distribution of Cigarettes in this city. Little packages labeled "candy cathartic" were left at every doorstep. Out in the Fifth Ward a band of children followed up the distributors and eagerly gathered up the little envelopes labeled "candy" and devoured every package. The children fairly reveled in Cigarettes. That night the good people of the Fifth Ward were in great commotion. A light could be seen flickering in every household, hurry calls were sent to nearly every doctor in Leavenworth. Fond mothers were agonized at the malady which seemed to have seized their little ones. Little yellow thundermugs were at a premium in every household. After the doctors had diagnosed the cases and the alarm somewhat abated, the children told the cause of their troubles, and the chances are that if any patent medicine man shows up in the Fifth Ward distributing "candy" samples promiscuously, that he will be mobbed by watchful mothers.

Very respectfully, F. C. STIER.

AN ENGLISH SUGGESTION.

Let the advertiser arrange with the newspaper to print his advertisement on say page one, the reverse way of setting, that is, from right to left, instead of left to right, and on page two book a space similar to the above blank, and invite attention to it with the words, "Hold this to the light." Any one who so successfully experiments I shall be pleased to hear from.—*Publicity*.

A SAFE SYSTEM.

There has never been a better system of advertising an article for general sale than that which starts with a single city or county, and gradually widens the field to the State or entire country. This system is always safe, and the promoter is enabled to hold the reins firmly at every step.—*The Advertising World*.

TOO MUCH CIRCULATION INVOLVES
A LOSS.

SAGINAW, E. S., Mich., Dec. 9, 1898.

Editor of PRINTERS' INK:

Can you suggest a remedy for a trade paper which has too large a circulation? The case is a rare one, I am sure, and thought perhaps it might be of interest. We have a circulation of over 2,600, though less than a year old and the cost of paper, ink and presswork eats us up, while we are unable to realize upon our circulation in the form of advertising. At \$1 a year the income from circulation is small when salaries of solicitors, traveling expenses, etc., are paid. I inclose \$1 for the insertion of classified ad in your paper as follows:

BUSINESS manager wanted for trade paper in city of 60,000. Brilliant prospects for good advertising solicitor. Must have \$500 to acquire interest in paper. Good salary assured from first. Address STOREKEEPER, Saginaw, Mich.

Very truly yours,
STOREKEEPER PUB. CO.

JUST WAKED UP.

OCALA, Fla., Dec. 10, 1898.

Editor of PRINTERS' INK:

Is not PRINTERS' INK prospering fairly well as a weekly publication? If so, why its kick against the weekly? A WEEKLY READER.

OLD TIME ADVERTISING.

An American man once said that his creed was,

Early to bed, early to rise,
Never get tight, and—advertise.

The Anglo-Saxon has believed in this dictum ever since the first newspaper. Some early advertisements are curious enough. Here is one of 1664:

"Without Bishopgate, near Hog Lane, over against the Watch House, liveth one Jacob Summers, a weaver; who maketh and selleth town velvets at reasonable rates."

Another of the same date shows that we had not yet gone to Homburg and Vichy, but were content with home productions.

"At the Angel and Sun in the Strand, near Strand Bridge, is to be sold every day fresh Epsom Water, Barnet Water, Epsom ale and spruce beer."

Here is an early side-show:

"At the Miter, near the west end of St. Paul's, is to be seen a rare collection of curiosities, much resorted to and admired by persons of great learning and quality; amongst which a choicest Egyptian mummy, with hieroglyphics, the Ant-Bear of Brazil, a Remora, a Torpedo, the huge Thigh-bone of a Gyrant, a Moon Fish, a Tropick Bird, &c."

The quack doctors were early on the field:

"The much-approved necklaces of Joynts of the great traveller J. C., which absolutely eases children in breeding teeth, by cutting them, and thereby preventing feavers, convulsions, &c., are sold by T. Burrell, at the Golden Ball under St. Dunstan's Church, in Fleet-st."

And how is this for undertakers?

"At the sign of the Golden Ball and Coffin, a coffin-maker's shop at the upper end of the Old Change, near Cheapside, there are ready made, to be sold, very fashionable laced and plain dressings for the dead of all sizes, with very fashionable coffins, that will secure any corpse above ground without any ill scent or other annoyance as long as shall be required."

And here is actually a soap advertisement which beats the record, even of Pearmol!

"William Delaval, at the sign of the Angel

and Stilliards, in St. Anne's Lane, near Aldersgate, London, maketh Castile, marble, and white sope, as good as any man sells; tried, proved, and sold at very reasonable rates."

There are plenty of "Losts" and "Stolens." Here is a pretty specimen:

"Lost, upon the 13th inst., a little blackamoor boy in a blew livery, about 10 years old, his hair not much curled, with a silver collar about his neck, inscribed 'Mrs. Manby's blackamoor, in Warwick Lane.' Whoever shall give notice of him to Mrs. Manby, living in the said lane, or to the 'Three Cranes,' in Paternoster Row, shall be well rewarded for his pynes."

Here is a notice of a hundred years ago:

"For nervous, Billious, Consumptive and relaxed Constitutions, Dr. Solander's Sanative English Tea is universally recommended and approved by the most eminent Physicians in preference to foreign tea as the most pleasing and powerful Restorative in all nervous Disorders hitherto discovered. Our first ailment at breakfast being designed to recruit the waste of the body from the night's insensible perspiration, an enquiry is important whether India Tea, so generally allowed to unnerve, is adequate to such a purpose," etc., etc.

How like what we see in our daily papers now?—*To-Day*.

MASTERS OF THE ART.

There are no advertisers so fully posted upon the "science of advertising" as the prominent patent medicine men. They fully understand how to do it in all its phases. They know how to place their advertisements in the papers that will do the most good. They can teach the local advertiser many things about advertising which was "never dreamed of in their philosophy." The patent medicine man does not waste any money. He uses it judiciously. When he ceases to make money he ceases to advertise in the paper which he has been patronizing. He's no fool. He believes in keeping his name before the public, but he does this judiciously, as he places his patronage only where his advertising will reach the eye of the public. It is safe for the local advertiser to watch these men who are experienced in the art; they can learn some good lessons.—*Abilene (Kan.) Chronicle*.

Denver & Rio Grande R. R.

"Scenic Line of the World"

Shortest, Quickest and Best

Route across the

—American Continent—

—Double Daily Train Service—

—Magnificent Equipment—

—Mountain Scenery Unparalleled—

When you reach San Francisco call

on W. J. Shotwell

Gen. Agent, 14 Montgomery St

or W. H. Snedaker

Gen. Agent 314 California St.

E. T. Jeffery

Pres. Gen Mgr.

S. K. Hooper

G. P. & T. A.

Denver, Colo.

In the first copy of *The American*, the daily newspaper published by the officers and men of the American troops at Manila, appears the advertisement of the Denver & Rio Grande. This is the first American advertisement in the island of Luzon, sent direct from the United States.—*Denver Evening Post*, November 30.

SALESMEN FOR FOREIGN TRADE.

A merchant at Yokohama, who has twenty-five years' experience in business in Japan, thus expresses his view of how Americans should conduct commercial operations in his country:

If a manufacturer is determined (not simply wishes in a half-hearted way) to get his due share of this trade, he can do it, and there are plenty of trustworthy and energetic agents here who will help him; but merchants here can hardly build up a profitable business by selecting goods from a catalogue and ordering them on speculation alone.

A good way to proceed is for the manufacturer (or group of manufacturers in different lines) to send a representative around to each of the treaty ports or trade centers, giving him a free hand to establish an agency in each.

Do not consign the traveling representative to any one business house, but let him have letters of introduction to consuls and bank managers. Let him stop a week or two in each town, and after due inquiries, select a resident agent, being careful to appoint one who will not pigeon-hole the agency. Then let him fit out the agent with advertising matter, a full range of samples, or a trial shipment of goods. Let the local agent attend to the advertising and pay for it himself, but reimburse him by giving him a small return commission on all orders coming from his market, irrespective of the channel through which they come.

The traveler should be strictly enjoined not to book a single order himself; to attempt to do so insures disaster. I have seen it scores of times. Let business flow through its natural channels, the more channels the better. Except under certain peculiar circumstances it is a mistake to appoint an exclusive agent and refuse to supply would-be customers through their own channels. At the same time the agent must be protected by a salary or a commission.

I know well that ninety-nine out of every hundred manufacturers will turn away in disgust at the idea of sending out trial shipments on consignment, of appointing an agent, or of going to any such expense as sending a representative out with instructions not to book any orders himself. That can not be helped; it is owing to their ignorance of the conditions. The one hundredth man will do it, and he will do the business.—*Advertising Experience.*

IN SIGN TACKING.

I don't believe sign tacking is good advertising in the large cities, for the simple reason that the signs don't stay up long enough. Along comes a tacker advertising soap and tacks his signs over that of others. In a few more days comes a sign tacker advertising tobacco or yeast or baking powder, or what not, and covers up the signs already up; thus it continues the year round. I have tacked a thousand signs in the best locations, each and every one by permission, and never covered any other signs already up, and yet a personal inspection a month later would show that less than a hundred signs would be in view, and in another month you could not discover fifty of the thousand so carefully tacked. The larger the sign the less time it stays up. Sign and banner tacking is profitable advertising in the small towns and along country roads, as there are no end of good locations and the signs stay up, and there is less of it done. It costs more money to get them up, but results will warrant it every time.—*Up-to-Date Distributor.*

We do not claim to give you gold dollars for fifty cents. We do claim to give you the finest pianos in the market at the lowest possible prices, which reputation the purchasing public have given us.

DOESN'T WORK THAT WAY.

The future of a business that has been established and built up by advertising depends on the judicious continuance of that advertising. Just because a man has made a success, made his name and goods famous from Maine to California, he should not try to economize on his advertising appropriation or discontinue it altogether, believing that thereafter the article will command a trade without the use of printers' ink. It has been tried time and time again, and doesn't work that way.—*The Advertising Man.*

THE Minneapolis *Journal* furnishes free to its newsboys a club wherein there is a reading room, a gymnasium and the opportunity to secure meals for unprecedented prices.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

Booklets

SELL GOODS

when plainly and convincingly written, artistically illustrated and properly printed on the right kind of paper.

I attend to the whole business

—Write, illustrate and print attractive and convincing booklets, and my prices are moderate. Give me an idea of what you want and I will submit a sample booklet, together with a rough sketch of what I think will suit you; which will cost you nothing.

Wm. Johnston, 10 Spruce St., New York.

Compared with other BAPTIST WEEKLIES published in Missouri and Kansas.
 Only one has 16 pages.
 Only one costs \$3 a year.
 Only one is published in St. Louis.
 This one has a larger circulation than all others combined.
 This one is 27 years older than any other one.
 This one has more space given to reading matter each week than any other.
 This one has more space given to advertising than any other two.
 The best advertisers know this and use its columns.
 The best element of the denomination reads it.
 It is classed among the best in the land.
 That paper is

THE CENTRAL BAPTIST

Guaranteed circulation average weekly 9,618.

ARMSTRONG & PAYNE, Publishers,
 316 N. 8th St., St. Louis.
 Write for rates.

THE

Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix the liveliest town of its class in the United States.

Information as to rates of

H. D. LA COSTE, 38 Park Row, New York.

The Great Lakes Territory

is covered fully by

The Detroit Suns

Drop us a postal
 for rates.

Detroit Suns, Detroit, Mich.

CHILDREN HAVE MOTHERS.

Remember that every copy of

BABYLAND

and

LITTLE MEN AND WOMEN

Goes into the hands of the mother of a little child.

20,500 copies

monthly to 20,500 mothers.

CHAS. E. GRAFF, Publisher,
 100 William St., New York.

CHILDREN HAVE MOTHERS.

The Daily Republican

Phoenixville, Penn.

The only daily newspaper in a town of ten thousand and in a community (within a radius of ten miles) of fifty thousand. U. S. Department of Agriculture reports say that this community is the richest in the United States.

For guaranteed circulation rating and description, see American Newspaper Directory.

The Daily Republican

Phoenixville, Penn.

Sports Afield.

The Sportsman's Vade Mecum.

Is to-day the most popular of Western magazines. Founded twelve years ago by CLAUDE KING, a practical sportsman of some literary ability, it has a hold

on the respect and liking of a powerful clientele that the wise advertiser will appreciate. If not acquainted with SPORTS AFIELD, oblige us by sending in your name and address. Its features in the way of literary and informative articles are unique.

SPORTS AFIELD PUB. CO., 358 Dearborn St., Chicago.

Do You Want

to reach the Farmers,
Stockbreeders, Horticult-
urists, etc., of the Missouri
and Mississippi Valleys?

Colman's Rural World St. Louis

covers that field very thoroughly. It's an old and well-established live stock and farm paper, founded in 1848, even a half century ago, and during all these years has slowly but surely made its way into the homes of many thousands of the best and most successful farmers in the country; its readers are, therefore, thinking, practical and prosperous men—men who want the best and are able to buy it, hence only await the coming of the man with the goods or the stock wanted to make a deal and secure it. This is the simple truth, and it needs no elaboration.

RATES AND SAMPLE COPY
FREE ON APPLICATION.

**THE
WESTERN
PLOWMAN
REACHES
THE FARMER**

**GUARANTEED
CIRCULATION
OVER 33000**

**FALL
ADVERTISING
PAYS**

**WESTERN
PLOWMAN
CHICAGO.**

One trial brings results

Not only the best
but the cheapest.

..The.. Hartford Times

charges less than 1c. per inch
per thousand circulation—
daily. Other Hartford papers
charge from 100 to 500 per cent
more than **The Times.**

*The Times gives you
all you contract for.*

Circulation : Printed, Sold
and proved....

Daily, . . . 15,000
Semi-Weekly, 7,700

**Address, THE TIMES,
Hartford, Conn.**

Advertisers in
Farm-Poultry
 Get Results
 For Good Reasons.

- 1st.—It has the largest circulation of any journal of its kind in all the world.
 2d.—It reaches well-to-do people in the suburbs of cities, large towns and villages who have money to spend.
 3d.—It goes into the family, and is read largely by the women.
 4th.—Every subscriber pays cash in advance for it, because of the practical, helpful matter it contains which they find useful.
 5th.—Over 10,000 copies are sold on news-stands each month, in addition to yearly subscribers, because it is bright, clean, and "up to date."
 6th.—It has no "dead head" circulation: it is all "fresh eggs."
 7th.—It sends sample copies only to those who request same for examination.
 It is published semi-monthly. Forms close the 5th and 20th of each month. Sample and rates sent on application to

L. S. JOHNSON & CO.,
 22 Custom House Street, Boston, Mass.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES
 OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.
 BOX 133. DENVER, COL.

**IT'S THE CIRCULATION
 THAT COUNTS!**

That accounts for the success and value of

**The Troy
 Northern Budget**

ESTABLISHED
 IN 1797

As an advertising medium and up-to-date
 newspaper and family journal.

"A Budget Ad Pays"

C. L. MacArthur & Son, Publishers, 16 Third St., Troy, New York.

TO GET CUSTOMERS

advertise in their favorite family paper —

The Evening Journal

Average Circulation
in 1897,

14,756

OF JERSEY CITY, N. J.

Actual Average Circulation for November,
December
and January, **15,407**

Toledo Daily News

circulation guaranteed to be larger
than any other Toledo daily.

For advertising rates and sample copies address
THE NEWS, Toledo, O.



Agricultural Advertisers

can reach 25,000 Maine farmers
every week through

The Weekly Commercial

FARMER AND VILLAGER

The best farmers' paper in the State.
Has a paid circulation exceeding 25,000
copies weekly, guaranteed by the Adver-
tisers' Guarantee Company of Chicago.

PERRY LUKENS, JR.,
New York Representative,
29 Tribune Building.

J. P. BASS & CO.,
PUBLISHERS,
BANGOR, ME.

Fully 90 per cent of my business comes to me through PRINTERS' INK; and a mighty big percentage of what I know about advertising has come to me in the same way. I have opinions of my own, but everybody knows more than anybody, and about everybody who knows anything about advertising tells it in PRINTERS' INK.

WOLSTAN DIXEY.

New York, Dec. 24, 1897.

ISSUED DECEMBER 1st, 1898

American Newspaper DIRECTORY!

**AFTER 30 YEARS OF HONEST LABOR AND
PERSISTENT APPLICATION,**

The American Newspaper Directory

has been brought to

A HIGH STANDARD OF PERFECTION

AND BEAUTY.

By Honesty of Purpose,

Attention to Detail,

**And a Constant Disposition to Expose Fraudulent
Practice,**

The publishers have collected the most **RELIABLE STATISTICS** pertaining to all newspapers published in the United States and Canada. While its primary object is to furnish information about newspapers, which is necessary to every advertiser, its

GAZETTEER FEATURES **ARE FOUND OF GREAT
VALUE**

**TO THOSE WHO NEED BUSINESS FACTS
CONCERNING ANY PART OF THE COUNTRY.**

Those who give it a test find that benefit follows its close acquaintance. Frequent use makes it indispensable. Taking into consideration the enormous amount of work involved in compilation, cost of printing, publishing, etc., and the incalculable value to advertisers and business men generally, the price at which the **DIRECTORY** is sold,

\$5., Express Paid,

should secure it a place in every office.

GEO. P. ROWELL & CO.,

Publishers, 10 Spruce Street, New York.

"WHAT'S THE MATTER WITH KANSAS?"

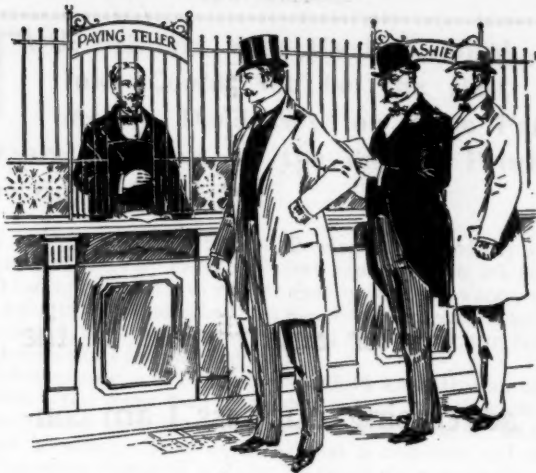
THE EMPORIA GAZETTE
DAILY AND WEEKLY
W. A. WHITE, EDITOR.

EMPORIA, KANSAS, Dec. 13th, 1898

I can give ~~you~~ a testimonial that "Printers Ink" distributed judiciously among advertisers, is the best business maker I have ever known. One dollar spent in "Printers Ink" brings Ten dollars returns.

Truly yours,

W. A. White



IN ONE NEW YORK BANK

Mr. R. M. Matteson, the Teller in the Nassau Bank, Temple Court, corner of Beekman and Nassau streets, New York City, says he smokes a good deal evenings after dinner and finds that one Ripans Tabule taken before retiring allays the nervous feeling that tends to follow incessant smoking and helps him in getting to sleep almost as soon as he goes to bed. He also notes that the tobacco taste in the mouth is also gone next morning if he has swallowed a R-I-P-A-N-S. Mr. Matteson's connection with the Nassau Bank dates from March 17, 1854, a continuous service of more than forty years. In the same bank is Mr. Henry J. Kennedy, who has been employed there as clerk for the past seventeen years, and from a slight liver trouble has long been subject to sick headaches. He has never found any remedy that will stop the trouble so quick as a Ripans Tabule, and if he is careful to take one after meals when the symptoms appear he avoids the headache altogether.

WANTED—A case of bad health that R-I-P-A-N-S will not benefit. Send five cents to Ripans Chemical Co., No. 10 Spruce street, New York, for 10 samples and 1,000 testimonials. R-I-P-A-N-S, 10 for 5 cents or 12 packets for 40 cents, may be had of all druggists who are willing to sell a standard medicine at a moderate profit. They banish pain and prolong life. One gives relief. Note the word R-I-P-A-N-S on the packet. Accept no substitute.

After eleven years in the advertising business I am convinced that there is not a medium anywhere that is so carefully read for business pointers as PRINTERS' INK.

SAM. E. WHITMIRE.

Brooklyn, N. Y., Dec. 2, 1897

THE Printers Who Used to Think My Inks Could Not be the Best are Mostly Dead Now or Have Failed and are Working by the day for Printers Who Buy Inks of Me.

I find that one advantage of allowing a printer to buy a single ounce of the very finest and most expensive job ink in the world for 25 cents and to specify exactly what he wants, or to send a sample to be matched, the match to be warranted to suit, is leading a good many printers to send me a dollar, two dollars and three dollars for assorted lots.

Printers appear to be smart enough to know that an ounce of ink is often more than is needed to turn out a fine job and that it tickles a customer most to death to learn that he can have any ink he wants. They even say that a customer will often stand an extra charge of a dollar or two if he can specify this or that shade of ink, while all it costs the printer to have the ink in stock is 25 cents. An ounce of ink will turn out a very considerable job of fine printing.

To encourage printers to send to me for assorted lots, I have decided not only to accept orders for a single collapsible tube containing an ounce of any specified ink for 25 cents, but also to allow them to send a dollar and get four tubes, or two dollars for eight tubes, and for three dollars I will send a dozen tubes, securely packed and delivered carriage paid. Any printer can see the liberality of the proposition when he observes that I don't charge him any more when he takes a dozen than I do when he takes one. The price is simply 25 cents a tube delivered—carriage paid.

This proposition is made to small printers who don't have much money, but for the sake of doing some business with the plutocrats of the business, I have decided that any printer rich enough to send me five dollars may have two dozen assorted tubes made up from any colors he specifies or to match any samples he sends. He may send twenty-four samples to be matched if he likes. What I want is to please the printer and secure his business. I warrant the goods to be of the highest grade made by any ink dealer in this world. Send for my price list. Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

When buying in single pound or smaller lots, fine job inks should always be ordered in collapsible tubes. They obviate all waste, there is no skin to be removed and no possibility of drying up or accumulating dirt. Every particle is usable.

I sell the best job inks ever made. I sell quarter-pound tubes of Carmine, Bronze Reds and fine Purples, by mail, postage paid, for 70 cents and of any other color or variety under the sun for 45 cents. If sent by freight or delivered by messenger the price is 15 cents less or 65 cents for Carmine, Bronze Reds and fine Purples and 50 cents for any other sorts. If bought in old fashioned cans such as my competitors use I make a further reduction of 5 cents on each quarter-pound, but to buy small quantities in cans is a wasteful practice.

Farm News Wins

the esteem of all its advertising patrons because it brings them actual cash results. Its guaranteed circulation of 80,000 each month takes it into the homes of people who have money and will buy if properly appealed to through its columns.

Farm News is THE ONLY PAPER published by its proprietors, who therefore devote their entire time to making it one of the very best of its class. It is easily a leader among monthly agricultural journals.

It is the right sort of paper to use if you wish to make your advertising profitable.

The Garver Publishing Co.

Proprietors;

Springfield, Ohio.

S. E. LEITH,

150 Nassau St., New York,
Eastern Representative.

Still Spreading Out!

December 12th we moved into our new six-story building at 68 New Chambers St., running through to Roosevelt St.

Within a week from this writing we hope to have ready for your inspection the most complete establishment for the production of good advertising matter that you can find in a day's ride.

**One Floor for Offices Only
Another for Type Work
Two More for Litho Work
Another for Artists**

The
Gibbs
and
Williams
Company



The Gibbs
& Williams
Building
68 New
Chambers
Street

"Two heads are better than one"

THEY ALL PAID!

Yet, as is readily seen by the summary opposite each paper, some paid better than others.

THIS AD- VERTISEMENT



CAN YOU TALK BUSINESS?

appeared in the following list of papers, and each paper had a separate and distinct address of its own, affording an absolutely correct check on the entire list.

Can you talk it to your neighbors? Can you talk it to other people whom you may meet? If you can and have a little time to spare, we can put you in the way of making a great deal of money during the winter. Pleasant, respectable and honorable employment. Absolutely no cash outlay required. Exclusive territory to good men.

A. A., P. O. Box 301, Indianapolis, Ind.

The figures opposite each paper show the cost of the advertisement, number of replies and cost per reply received from each paper.

	COST.	No. REPLIES.	COST PER REPLY.
Agricultural Epitomist.....	\$45 00	214	21 cents.
Rural New Yorker.....	14 40	58	25 "
Ohio Farmer.....	37 80	146	26 "
National Stockman and Farmer.....	14 40	54	26 3/4 "
Practical Farmer.....	17 25	63	27 1/2 "
American Agriculturalist.....	60 00	214	28 "
New England Homestead.....			
Orange Judd Farmer.....			
Farm Journal.....	48 00	139	34 1/2 "
Home and Farm.....	28 80	79	36 1/2 "
Farm and Fireside (both editions)...	86 40	216	40 "
Farm and Home (both editions).....	72 00	171	42 "

\$124 08

1,354

AVERAGE COST PER INQUIRY IN ENTIRE LIST, 31 1-3 CTS.

Speaking of the Agricultural Epitomist

some advertisers have said: "Your rates are too high."

The above record speaks for itself. * * * * *

CIRCULATION, 165,000 COPIES.

Advertising, 75 cents per agate line.

Forms Close 10th of Month Preceding Date of Issue.

AGRICULTURAL EPITOMIST,

INDIANAPOLIS, IND.

LOUIS V. URMY,
Times Building, New York,
Eastern Representative.

**Or Reliable
Advertising
Agents.**

Not a Theory.

It is not a matter of theory that the VICKERY & HILL LIST pays every class of advertisers who use it. It is a fact.

It is easy to explain why two million copies sent in two million separate wrappers to two million individuals every month pays not only mail-order houses, but such advertisers as Sapolio, Enameline, R. & G. Corsets, CHRISTIAN HERALD, YOUTH'S COMPANION and others of that class. And not only the biggest but the more moderate space-users.

Facts Worth a Bushel of Theories.

Sears, Roebuck & Co. use whole pages in the VICKERY & HILL LIST and the AMERICAN WOMAN. Mr. Sears says:

"It is our opinion that an advertisement that will not pay handsomely in the VICKERY & HILL LIST will not pay anywhere. I have expended in this List alone probably upwards of \$100,000, and the last few years we have used larger space than ever before. We are now about to close a yearly contract with you aggregating upwards of \$25,000 and as we use every possible means of knowing that our advertising pays, you can be sure that we make this investment of upwards of \$25,000 annually in this List at a handsome profit."

Here are some who use two and three lines—and what they say.

Ray Card Co.—"The VICKERY & HILL LIST was always a good puller for me."

Buckeye Card Co.—"We believe it to be one of the best-paying lists in existence."

Haverfield Pub. Co.—"The VICKERY & HILL LIST is among the best paying mediums we use."

G. S. Vibbert Co.—"Our small advertisements in the VICKERY & HILL LIST have invariably brought excellent results even when other papers were many of them doing nothing in bringing business with same ad."

"We have used the VICKERY & HILL LIST for seven years past in advertising our Correspondence Course of 'Home Study,' " write Messrs. Bryant & Stratton, "and the returns from the same have been better in proportion to cost than from any other publications."

The Vickery & Hill List

Hearth and Home, Fireside Visitor, Happy Hours, Good Stories.

One-and-a-half million copies per month guaranteed. Every copy in a separate wrapper to a separate address. \$6 per line. February forms close January 3d.

THE AMERICAN WOMAN

One-half million copies per month guaranteed, \$2 per line. February forms close Dec. 27th.

Combined circulation two million copies per month. Rate \$8 per line.

THE VICKERY & HILL PUBLISHING CO.,

520 Temple Court.

New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

Don't Forget

that a card
in the



Brooklyn "L" Cars

is 16 x 24 ins., double card
16 x 48, and the rate of
\$100 and \$200 per month
respectively is, for circula-
tion covered (130,000 daily
average), the greatest and
cheapest advertising in
America.

-- 297 CARS --

GEO. KISSAM & CO.

253 Broadway, New York.



CUTELIX

covers such a wide field of toilet and medicinal usefulness that some people fear we "claim too much." But this feeling is confined to those who have never used it, or who use it only for some single purpose, as a tooth wash or toilet soap. Sold by all leading druggists.

... CUTELIX CO., ...

253 BROADWAY, N. Y.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I am in receipt of the following letter from Messrs. Mertz & Mertz, of Baltimore, Md. The letter explains itself. Some time since I criticised favorably a circular sent me by Messrs. Hecht & Co., of Baltimore, Md. Not knowing that Messrs. Hecht & Co. had copied the matter from Mertz & Mertz, it was impossible for me to give credit to any one except the firm whose circular contained the matter I had before me.

MERTZ & MERTZ, }
BALTIMORE, Md. }

Mr. Chas. F. Jones, New York:

We read with much interest your comments on the folder of Hecht's Royal Blue Serge, and feel highly complimented, as we are the originators of the "Royal Blue Serge." Messrs. Hecht & Co., after we had advertised it very extensively, appropriated our name without giving us credit for it.

We beg to inclose our booklet, published June 1, 1897, at which time we thoroughly advertised our Royal Blue Serge in the daily papers of Baltimore and Washington. We again put it before the people of these cities in the spring of 1898.

Possibly if you write Messrs. Hecht to send you the papers from May 21, 1898, to July 1, you will be further enlightened on the subject of Royal Blue Serge.

We inclose an ad from each city to give you an idea how we dealt with Messrs. Hecht, and if you can get them to send you the full series you will find them very interesting.

Inasmuch as you have given them credit for being the originators, will you kindly make the proper corrections, and give credit to whom credit is due?

Trusting we have not taken too much of your valuable time, we are, yours very truly,

MERTZ & MERTZ.

NEWARK, N. J.

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—Inclosed please find a sample of a disinfectant that will quickly and entirely kill moths and any small, flying insects. Can you suggest a plan by which I can advertise same in a restricted territory? It is intended to sell this disinfectant through druggists, stationers and department stores. Respectfully, C. H.

I believe that the disinfectant in question could be pushed quite successfully with the proper system of advertising. In regard to getting the article on sale in department stores, this can best be done by personal solicitation. It is only by getting the buyer of the proper department interested in the subject that you can hope to get it on sale in these large stores. No amount of advertising

will get them to take hold of it as quickly as a personal interview. In regard to advertising in a restricted territory, you will of course have to use local mediums, such as local publications, street car cards, or billposters, or by demonstrating it in the various stores where it is for sale. I believe that the local newspapers are the best mediums to use and next to that if the town in which the article is to be introduced has a street car system, I would approve of the use of street cars. The feature of street car publicity is that all its force, whatever it may be, is absolutely confined to the territory which the street car covers. There is no waste circulation in other localities, because the street car does not circulate anywhere except upon its own tracks.

NASHVILLE, TENN.

Mr. Chas. F. Jones, New York, N. Y.:

DEAR SIR—I know there are a great many retail stores that advertise that they give money back to customers who may ask for it, but in my own business I have never done it and do not think I can afford to refund money. I, of course, try to sell satisfactory goods, and where the goods are not as they ought to be and the customers insist upon it I always refund the money. Do you not think that this matter of advertising to give money back leads a great many people to ask for the money back that otherwise would be very well contented with their purchases?

Yours truly,

T. R. GROSS.

I can say most decidedly that I do not think advertising to give money back causes people to ask for it who would otherwise neither ask nor desire such a thing. I believe that the free and unlimited offer to refund money on goods that are not satisfactory does a business one hundred times the good that it possibly could do it harm. It inspires confidence not only in the store, but in the merchandise that has been purchased. There are a great many people who are really not judges of merchandise, but when they know that a store will promptly refund the money on the purchase that they have made, they really feel better satisfied with that purchase. As a rule, all stores can well afford to advertise to refund money on anything which the customer returns in the same condi-

tion as when purchased, or shows after use not to be as it was represented to be.

I have somewhere read a story of an Irishman who suspicioned that the bank at which he had his money deposited was about to fail. Patrick immediately made out a check for the balance which he had to his credit and rushed around to the bank at top speed and demanded his money. The teller at the bank quietly handed over to him the sum that the check called for, greatly to the surprise of the Irishman. Now that Patrick had his money he did not know what to do with it. He had been afraid he could not get his money, but as soon as he found out he could, he changed his mind and did not want it, so the money went back to his credit in the bank. This story illustrates human nature. There are thousands of people who are suspicious of everything that a merchant sells them. They wonder after every purchase whether they have been beat or not. If a merchant stands flat-footed with an offer of money back if you want it, it immediately gives them courage. I was recently talking to a shoe merchant from San Francisco, and he told me his experience in his own business. He said he had been in business ten years. The first three years of his business he worked upon the idea that a sale was a sale and no matter what plea the customer might have to offer he gave no money back unless the customer insisted so strongly that he did not see any way out of it without losing his trade. For the last seven years he has refunded money promptly to anybody who had a reasonable claim, or who brought the goods back in proper condition. He said it did not make any difference to him whether he had made the shoes to order for the people or not, all they had to say was that they did not want them and the money was handed them at once.

Recently he had occasion to go back over his books and look through the accounts of the first three years' business. He was surprised at the number of refunds he had been compelled to make during the first three years, and this led him to do a little figuring, which proved how much more satisfactory it was for his store to advertise broadcast the fact that money was given back. In no one of

the seven years had he refunded as much as half the amount that he had been compelled to refund in any one of the first three years.

* *

WINNIPEG, Manitoba.

Mr. Chas. F. Jones, New York, N. Y.:

DEAR SIR—As a firm we would like to have your advice through PRINTERS' INK on an important matter, but you will oblige us by not quoting our name, if you please. We have never done very extensive advertising, but we are willing to do it if our trade can be increased thereby. We would like to spend several thousand dollars during the coming season, but do not know how we can afford it. Do you think we can raise our prices on merchandise enough to cover the expense of advertising largely? Respectfully yours,

The above letter raises the question as to who should pay the expense of advertising, the merchant or the consumer. The firm writing this letter evidently think that the consumer ought to stand the cost of advertising.

In one sense the consumer pays all the expenses of the business, for necessarily the merchant must make his prices large enough to cover his rent, clerk hire, etc., and something besides for his own profit.

In another sense the merchant has to stand the expense of advertising, for I do not believe it is ever necessary or desirable for a store that advertises to have higher prices than the store that does not advertise.

Experience, I believe, has taught the business world generally that advertising is not a burden upon either the merchant or his customer, but is really a help and a profit to them both, to the merchant first, and then to the customer. In the first place the merchant who, without advertising, sells \$10,000 worth of goods a year and clears a net profit of \$1,000, can, by advertising, sell perhaps \$30,000 worth of goods a year, and at a very little greater percentage of expense in rent, clerk hire, etc. On the \$30,000 a year business the merchant would perhaps make \$5,000 or \$4,000 more than he could on \$10,000. He could therefore very easily afford to spend \$2,000 or even \$3,000 out of this \$5,000 for advertising and still be much better off than he would otherwise. The business man suffers no loss by advertising, but rather makes a larger profit through an increase of business.

The consumer suffers nothing by advertising if the advertising is rightly done, as it consists largely of telling the public where the merchandise

that they need can be secured. This information must certainly be an accommodation to them. Again, as a rule, the merchant who advertises and who does a large business can make lower prices than the merchant who does not advertise. One reason particularly why he can do this is because in doing a larger volume of business he can be contented with a smaller percentage of profit, and not only that, but can usually buy his goods at much lower prices than the merchant who can only handle a small quantity.

Advertising is like the *baking powder* and *yeast* used in making bread. It makes the loaf bigger and better without adding to its cost. To make a loaf six inches square without baking powder or yeast requires a great deal more trouble and a great deal more flour, and in the end produces unsatisfactory bread; whereas a spoonful of baking powder makes the loaf bigger with less flour and less labor and certainly gives more satisfactory bread for the person that has to eat it. The baker who to-day attempts to bake bread without yeast or baking powder, of some such assistance, would soon go into bankruptcy and his customers would die with dyspepsia.

Advertising is like baking powder. It has to be paid for, of course, but in the long run it saves both the producer and the consumer a great deal more than its cost.

MILWAUKEE, WIS.

Mr. Chas. F. Jones, New York, N. Y.:

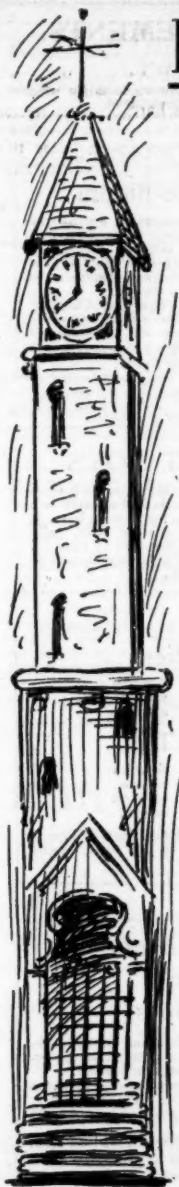
DEAR SIR—We have used a good many newspapers for local trade, but are not quite sure as to the proportion of benefit which we have received from them. We are thinking about testing the papers, so as to determine which are the best for us at the prices we have to pay. Would you advise our inserting in our advertisements a coupon which a person might bring to our store as evidence that they had read the advertisement? We would state in each coupon that we are testing the value of the paper. Yours truly,

I do not think that this would be a very good plan for testing publications, particularly not a good plan if the newspapers in Wisconsin are as clever in looking after their own interests as I think they are. I remember a test of this kind that was held some time ago in a neighboring city. A certain firm announced that they wished to test the value of the newspapers, and each newspaper, of course, immediately made up its mind that their paper

was going to make the best showing. In this way the test was of really no value to the merchant. The paper whose advertising under ordinary circumstances would really do the most good probably got very badly left. It did not hustle as hard to prove its excellency by spending a lot of money on its own account to increase the showing that was supposed to come through its advertising.

If you really wish to find out the relative selling power of the various papers, you will have to go about the matter very quietly without letting anybody know what you are doing. You will have to keep the test up for a reasonable length of time, because no one-time test will be convincing. I should advise a test that would cover a period of at least a month and show a great deal of variety in goods and style of advertising. The test should always be made under certain conditions, as to the time of the year and the adaptability of the merchandise to the readers of the paper. There might be one publication that would sell silks much better than another, and yet this paper might not in the general run of a dry goods business produce the larger amount of sales in dollars and cents. For instance, in New York City, I believe that the *Herald* and the *News* are both good advertising mediums, and yet I would not think of putting the same advertisement in both papers were I making a test of their ability to produce sales.

In testing different papers pick out special items of merchandise which your judgment tells you ought to be equally desirable. Place these items on sale where they will only be offered if called for. Keep track of the number of calls received and the amount sold from these calls. Then reverse the advertisements. For instance, the paper that had the hosiery last week gets the underwear this week. It might be that this test could be profitably repeated a dozen times on various classes of goods and different results obtained. The principal thing is to make your test in an intelligent way and based upon the goods sold. Keep the fact that the test is being made entirely to yourselves, so that neither the customers nor the newspapers nor even your own people outside of the confidential man in your advertising department knows anything about the fact that the test is being made.



IT'S HIGH TIME

that all advertisers realized the fact that the best read newspaper is the local weekly!

It is not just glanced at and then cast aside, as are the big city dailies. City people are usually too busy to read newspapers thoroughly.

Not so in the country, where the people have their evenings at leisure, and nothing else to do but read—where the local paper comes but once a week, and is read *all the week* until the arrival of the next issue.

Scattered through the Great Middle West, in the highly prosperous States of Illinois, Indiana, Iowa, Ohio, Wisconsin, Michigan, Minnesota, Nebraska and South Dakota, there are published the 1,500 local weeklies comprising THE CHICAGO NEWSPAPER UNION.

Every copy goes every week into the home of a buyer—every ad in the paper is read.

Write for catalogue to

The Chicago Newspaper Union,

10 Spruce Street, 93 So. Jefferson Street,
NEW YORK CHICAGO

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Very likely you think the ads in this department this week are rather commonplace and hum-drum. That is right. They are. Yet they are good retail ads. They are the plain, sensible, practical sort that bring business to a good store.

There are items that may suggest items for you to put forward. There are prices which may suggest a point that you can come to, and there is here and there a thought or an idea or hint as to policy which may be useful. Plain, homely advertising is a pretty good kind.

Dainty Things In Fine Stationery

We make a specialty of these things. We can promise expert work on Engraving, too, and we have all work ready on time. Prices right.

Good, Because It Describes the Article Thoroughly.

That \$1 Shirt

A Saturday Sale.

There are shirts for less—and we have them for sale—but for all-around goodness—shirts of real merit—we don't know the match of the \$1 special. We sell them by thousands—shirts for men and boys so carefully made that their equal elsewhere costs half as much more.

These shirts are our own make, made of Utica Nonpareil muslin, with 1000 pure Irish linen bosoms, reinforced, hand-made buttonholes, felled seams, continuous facings—are hand-laundered, and in sizes 14 to 18, sleeve lengths 30 to 34—they are guaranteed absolutely perfect fitting. We have these white shirts in five styles. Also of extra fine Madras—made with the same care as our \$1 white shirts—while the patterns from which they're made are next spring's advance styles—at once the choicest line of colorings ever shown—choice of \$1.00 the lot.....

\$5.50 FOR SIX.

For a Florist.

Late-to-Bloom

Chrysanthemums are all the better for their slow coming out. They are brighter, larger and more showy than most of the early blooms, and remain fresh a long, long time.

My late-flowering Chrysanthemums are not high-priced—50c. a dozen for medium-sized blooms; \$1 a dozen for the gorgeous big ones.

For a Jeweler.

MOST BOYS

as they enter their teens want a watch, and a watch is a good thing for them to have, as it furnishes them with daily lessons on the value of time.

We have good timekeepers as low as \$3.00.

Ladies :

Are you
wanting
a stylish

HAT ?

right up
to date,
for little
money.

Having the milliners and goods we can give you perfect satisfaction.

Chiffon and Liberty Silk Boas.

The stylish and pretty neckwear that almost rivals the ostrich boas in effectiveness.

Better one way — moisture doesn't affect their prettiness.

A lively showing is ready. \$1 to \$8.

Some other suggestions from this popular lace department.

*A Steam-radiator Argument.***Beats All Other
Kinds of Heat.**

Steam heat is the most healthy of all artificial means of heating, for there is no chance of escaping gas; it is easily regulated; and, after the first cost is over, it is far more economical.

SKATES,

SLEDS,
RACING SKATES,
CARVING SETS,
RAZORS,
H. & B. POCKET KNIVES,
ROGERS & BRO.
TRIPLE PLATE
TABLE CUTLERY,
MEAT CHOPPERS.

CREDIT

is the system on which we do business with you. Don't let the money part of it worry you. Should you need anything in the line of custom-made clothing, and would like to pay at your convenience, we are the people you ought to see. Our terms are ridiculously easy, and the class of work we turn out is only of one grade—that is

The Best.

Suitings, Overcoatings,
Vestings, Trouserings.

Fun!

You can trust a boy to tell you which skates are best. You can remember that you used to be proud if you owned a pair of ——— & ———'s.

They're still the best—for boys or men—girls or women. We sell no other kind.

**Just a Word
About Coal**

Have you had any trouble in getting a satisfactory Lehigh Coal? We have recently been able to secure some of the finest that has ever been in this market. All sizes. Telephone —.

*Some Good Drug Store Ads.***Jack Frost Repulsers**

We have a complete and varied line of Chamois Vests and Lung Protectors which can not fail to please. Never before have we shown a better assortment. If you desire positive protection from the cutting lances of winter winds, come in and examine our offerings. We know they will suit you.

Prices range from twenty-five cents to five dollars.

**Woman's
Benefactor**

The remedy of character and true worth is the one which makes a permanent stay in the cozy homes of New England. Such is HYGIENIC WINE. Many a woman has found the direct route to sound health through its reliable curative influence. Loss of Appetite, Indigestion and General Debility yield to its use. Is it in your medicine closet?

**A Cigar
Which Delights**

The most discriminating smoker finds more cigar virtue in our brand than in any other ten-cent cigar in the city. These goods are made for us by expert hands from the best of material, so in buying of us you get the very cream of cigar perfection. We carry all other popular makes, giving us a stock which for variety and extensiveness is not surpassed in Biank County. Manila Cigars a specialty.

Hot Water Bags,

SYRINGES AND ATOMIZERS.

I have a large stock of them in all styles and sizes at lowest prices.

Two Quart Hot Water Bags, 50c.

Two-Quart Fountain Syringes, 50c.

A very superior Bulb Syringe at 50c.

Atomizers, fancy and medicinal, 25c. and up.

Why It Is Best

The most sensitive stomach can retain Price's Peerless Emulsion with the greatest of ease. We make it every two weeks, which gives people the opportunity of getting a fresh article. All other Emulsions are put up in 12 to 14 oz. bottles and you know what you have to pay for them. In buying Blank's you get a full pint of superior Emulsion quality for

Only 50c.

For a Confectioner.

PURE FRESH CANDIES

We use the finest chocolates for coatings and the choicest cream centers of pure fruit flavors. Finest Cream Chocolates; equal to any make at any price,

40c. lb.

SPECIAL FOR ONE WEEK

"Clam Bouillon" prepared in five minutes, used for dinner, luncheon or tea; unequalled in case of sickness; usual price 40c. bottle, all this week

35c. Bottle, 3 for \$1.

For a Liquor Store.

Get Rich, but First Get Strong

Everything is possible to a strong man or woman—nothing to the sick. The surest and quickest way to gain health and strength is by the use of our 8-year-old McBrayer and our old wines. They are strictly pure and will fill the whole body with strong blood and energy. Give us a trial before buying elsewhere.

	Per Gal.	Per Qt.
Best brands of 8-year-old Whisky.....	\$3.00	\$.75
Six-year-old Whisky.....	2.00	.50
Choice California Wines.....	1.00	.25
Hennessy Brandy.....	1.00	
Pure Cream and Canada Ry.....	1.25	
All mail orders promptly filled.		

Can You Match Some of These Items Profitably?

TO-NIGHT FROM 7 TO 10

You Can Buy Groceries

AT

About Half Price

6 lbs. best fine Gran. Sugar.....	25c
2 doz. good Eggs.....	25c
Sweet, juicy Oranges, doz.....	9c
Sweet and tender Sugar Corn, can.....	5c
Lion Coffee, pkg.....	10c
Breakfast Bacon, lb.....	5c
12 lbs. extra Sugar Cured Ham.....	69c
Christmas Candy, lb.....	5c
Sweet and tender Peas, can.....	5c
Colorado Potatoes, 15c. peck; bushel.....	49c
Belleflower Apples, doz.....	10c
3 lbs. best Navy Beans.....	10c
Best Sweet Prunes, lb.....	5c
Best Raisins, lb.....	5c
5 lbs. Rolled Oats.....	10c
Big pkg Parlor Matches.....	5c
Sweet Chocolate, cake.....	4c

CUT GLASS

AND

SILVER

An ideal combination of beauty, strength and quality. Articles of daily utility, formed of brilliant cut glass and embellished with sterling silver in novel designs.

Puff Box of Cut Glass and Sterling Silver, 3 inches high.....	\$2.50
Cigar Jar of Cut Glass and Sterling Silver, 5½ inches high.....	3.50
Ink Stand of Cut Glass and Sterling Silver.....	1.50
You can order them by mail just as satisfactorily as coming to the store in person.	

A FINE SECOND-HAND

PIANO

AT

FOR THE VERY LOW PRICE OF

\$175

(Store Open Evenings.)

AN IMPORTANT CHANGE

THE CHICAGO WORLD was discontinued with the issue of October 29. This reduces the circulation of BOYCE'S BIG WEEKLIES from 600,000 copies weekly to 500,000 copies weekly. The advertising rate was therefore reduced. The new rate for BOYCE'S BIG WEEKLIES is \$1.10 per agate line per issue, flat rate as heretofore.

There can be no duplication between the SATURDAY BLADE and CHICAGO WORLD hereafter. They were the same kind of papers. The CHICAGO WORLD was published by B. D. Adsit & Co., and run ostensibly as a rival paper. The SATURDAY BLADE far outstripped the CHICAGO WORLD in the race for favor and with the usual result of keen competition the stronger survived, the weaker succumbed, and we discontinued the WORLD, for the SATURDAY BLADE is so firmly established that it is not fearful of competition.

We have always studied to benefit the advertiser, our fair rules and equitable plans, together with our proved circulation, always met with favor, for it let advertisers have a show to get Results. A circulation of 500,000 copies weekly and a flat rate of \$1.10 per agate line rivals daily newspaper advertising in price and beats dailies for results. A weekly lives seven days, a daily twenty-four hours,

Boyce's Big Weeklies

**500,000 COPIES
WEEKLY,**

\$1.10 per Agate line per Issue.

Boyce's Monthly

**600,000 COPIES
MONTHLY,**

\$2.00 per Agate line per Issue.

**USE THEM
AND GET
RESULTS.**

W. D. BOYCE COMPANY,
Boyce Building, Chicago.



Above all Others

Among the American newspapers printed in the German language none stands so high, in any respect, as

Das Morgen Journal.

It is first in news-gathering and news-printing facilities.

It is first in circulation—first by a long lead.

It is first in the results it gives advertisers. That is because its readers are the most desirable people among that highly desirable class, the prosperous, money-spending Germans of Greater New York.

DAS MORGEN JOURNAL

W. R. HEARST.